

# Shipping MANAGEMENT

JULY 1956

6-JUL 26  
COPY-----1956

"HOW-TO" PUBLICATION OF PACKAGING, TRAFFIC AND SHIPPING

COMBINED WITH

PAYLOAD • EXPRESS  
PARCEL POST • MAIL

**PAYLOAD**  
Cargo report and analysis

*The Air Shipper*

**READERS'  
ROUTER**

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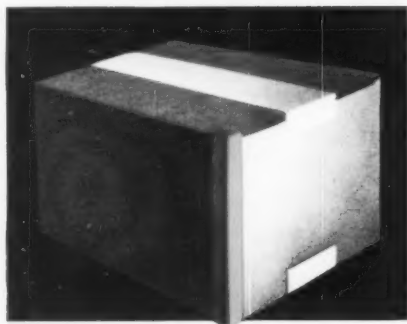


A loaded trailer body is lifted off its chassis and hoisted aboard the "cargo-tanker" IDEAL X of the Pan Atlantic Steamship Corp. as a new sea piggyback service was inaugurated at Port Newark, N. J., April 26. The specially adapted ship, one of three to be used in the service, sailed for Houston, Tex. On arrival at Houston, the vans will be lowered onto waiting chassis and delivered by highway to consignees in half a dozen Texas cities.

Photo Courtesy McLenn Industries, Inc.



You save  $\frac{2}{3}$   
 the time with  
**SISALKRAFT**  
 two strip sealing



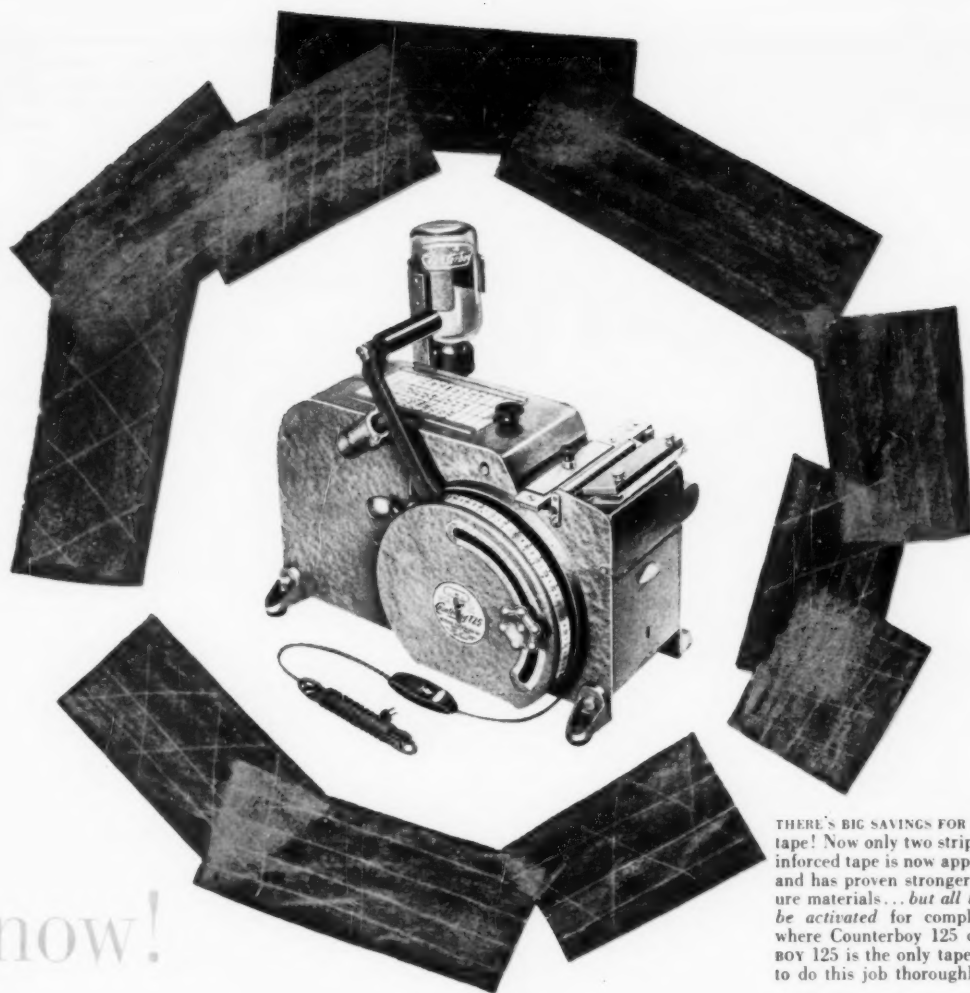
**UNDER RULE 41** railroads have now approved the use of 2 strips of reinforced tape instead of 6 — and rugged Sisalkraft Sealing Tape is the tape to use. Its tough glass reenforcing withstands the roughest handling yet its flexibility makes for easy sealing. See your paper merchant or write us for more facts.

**CORNER TAPED BOXES ARE BEST** — You get even corners for good stacking . . . greater safety for the handler . . . no damage to merchandise. And they are best of all when closed with SISAL TAPE, the standard of the industry — or non-asphaltic LOKABOX, the world's strongest corrugator's tape.

**SISALKRAFT**  
*Glass-Reinforced*  
**TAPES**

**AMERICAN SISALKRAFT CORPORATION**  
 Attleboro, Mass.  
 Makers of base stock for the Gummed Paper Industry

... for more details check #5 on HELP-O-GRAM card.



THERE'S BIG SAVINGS FOR YOU with reinforced tape! Now only two strips are necessary. Reinforced tape is now approved by all carriers and has proven stronger than all other closure materials... *but all the heavy glue must be activated for complete closure.* That's where Counterboy 125 comes in! COUNTERBOY 125 is the only tape dispenser designed to do this job thoroughly and effectively.

Make sure with COUNTERBOY 125 today!

## now! for moistening reinforced tape

*Don't gamble with your shipments!* At last here's a tape dispenser especially designed to completely activate the heavy glue coating on reinforced tape! All others were designed only to moisten light glue coated 60 lb. tape — *not* heavy glue reinforced tape.

COUNTERBOY 125's *exclusive* THREE DIMENSIONAL, 5 SECOND MOISTENING GUARANTEES COMPLETE SECURITY — SPEEDS SEALING! Here's why, special built-in adjustable unit spreads 140° heated water over the complete length, full width of tape — penetrating deep into the hard, dry, thick glue. *Within five seconds* there's a flowable mass of glue ready to grip and penetrate.

**Better Packages, Inc.**  
SHELTON, CONN.

*Try our 60 second test!* We'll adjust a Counterboy 125 for the glue on your reinforced tape—apply to your carton or package surface and show you 60 seconds later how our 125 converts dry, hard glue into a permanent weld.

*We don't sell reinforced tape!* However, we'll furnish you with test samples and tell you where you can get it.

Try this amazing test soon.

Please have a Better Packages' Representative call on me.

NAME \_\_\_\_\_ TITLE \_\_\_\_\_

COMPANY \_\_\_\_\_

STREET ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

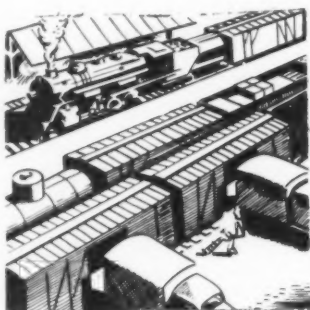
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# FOR BETTER SHIPPING

Receive practical, illustrated literature about the latest improvements and developments in shipping room supplies, devices and equipment as described below . . . important data every shipping room manager should keep on file — readily available for instant reference. The **HELP-O-GRAM** reply card adjacent to this page is for your use. Just check the appropriate box on the prepaid **HELP-O-GRAM** business reply card and drop it in the mail box. The material will be sent to you at once with no obligation on your part.

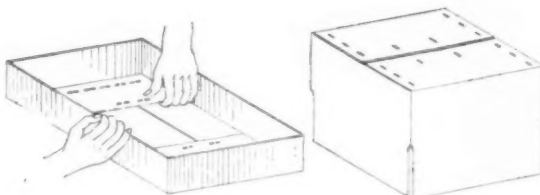
**LOW COST SEALER** offered by manufacturer was two years in the making. Has all the features of heavy duty machines with one exception: the price. Features include, visual auxiliary water reservoir, feed stop for predetermined lengths up to 30", dispenses 1" to 3" width tape. For **FREE BOOKLETS** check 1.

**ALL-AROUND PROTECTION** against moisture is offered by these water-proof papers made in conformity with government specifications. They are outstanding for wrapping, covering and car lining purposes. For **FREE INFORMATION**, check 2.



**SHIPPERS & PACKAGING SUPERVISORS** — Write for illustrated broadside CP-8326, giving uses, specifications and prices on dispensers for gummed and pressure-sensitive tape by world's largest manufacturer. **FREE** of charge. Just check 3.

**REAL ECONOMY** in automatic tape dispensers is offered by this concern. This machine dispenses up to 36" in one stroke. It automatically measures, wets, cuts and ejects gummed tape widths of 1½" to 3". Stainless steel cutting blade and end-to-end moistening are other key features. For **FREE** 10-day trial and literature, check No. 4.



**CUT SEALING TIME BY** two-thirds. Use modern way to seal—with two strips instead of six. Made possible by tape's precisely laid 2-way reinforcing. For **FREE SAMPLES** check 5.



**CUT SHIPPING TIME** by as much as 33 percent. This railroad, one of the oldest, up-to-date and reliable in the nation, specializes in less-than-carload shipments. Check No. 6 for free information.

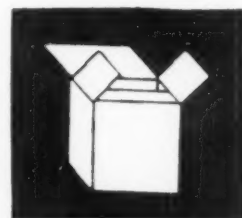
**TROUBLE-FREE ADDRESSING** without labels, tags and bulky stencil boards is offered by this concern. All you have to do is imprint with a small handprinter and an inexpensive paper stencil the ship-to-address directly on the carton. This operation is clean, fast and very inexpensive. Check 7 for **FREE** information.

**CUT CARTON COST** by covering old shipping marks. This amazing product dries quickly to the carton color. You can stencil, tape or mark right over it. **FREE DATA:** check 8.

**ONE-HAND TACKING** is faster and cheaper. This product has rapid gripping action and take-up jaw for low maintenance. 36 different models and 80 staple sizes for any use. Check 9 for **FREE BOOKLET**.

**JUST PHONE** this firm and they do the rest. They pick up LCL freight shipments regardless of destination, and they deliver through 150 stations covering 30,000 communities throughout the country. For **FREE** information immediately, just check 10.

**FOUNTAIN STENCIL BRUSH** provides dependable stenciling and marking. Has a controlled automatic ink feed and works fast. Check 11 for **FREE** literature.



**"STOP LABELING WITH DOLLAR BILLS."** This is the intriguing title of a **FREE** 4-page folder that tells you exactly how to do it . . . how to speed up attaching labels to packages, glass, metal, wood, steel, etc., and how to save by using ungummed labels. This folder can save you thousands of dollars, so be sure to check No. 12.

**FOR PROMOTION** of products, dressing up cartons, instructions on how to open the carton or use the product, and words of caution, use this "Talking Tape." Messages are imprinted directly on the sealing tape. For free details, check 13.

**GUMMED TAPE USERS** . . . Annual time and labor savings possible with two-strip reinforced tape method of carton-sealing for both large and small shippers. For full details **FREE**, check 14.

**FLEXIBLE CORRUGATED** wrapping paper is the faster, more economical and time-saving answer to packaging problems. Unique scientific scoring method produces higher flutes better cushioning. **FREE INFO**, check 15.

**SELL AS YOU SEAL!** Make colorful advertising vehicles out of your packages and cartons by using this four-color advertising tape. This gummed kraft sealing tape is dressed up with attractively prepared art work created without extra cost. For **FREE INFORMATION**, check 16.



**NEW HAND BOOK** for Shipping Departments features general information on packing and marking shipments and data on stencil cutting machines, electric tape machines, fountain brushes, stencil inks, markers, oil board and other products. Send for **FREE** copy today by checking 17.



**SUPERB CUSHIONING** protection to fit practically any type of products or assortment. This interior cushioning resists all forms of shock and protects the finish of the product as well. This company also gives complete package engineering design and service by experts. For **FREE** information check No. 18.

**AIR FREIGHT** is this airline's specialty. It has big plane capacity, big freight doors, fast handling procedures, modern mechanized ground operations, prompt service, door-to-door delivery, and last but not least, low rates. Get **FREE** literature by checking 19.



**INTERNATIONAL SHIPMENTS** are this airline's specialty. Size and weight are no problem. They ship anywhere and have direct air routes to Europe and the Middle East. Full details **FREE** by checking 20.

**ALUMINUM DOCK BOARDS** . . . and yard ramps. Available in standard sizes and custom fabricated. Constructed of strong, lightweight aluminum alloy. Literature, **FREE**, Check 21.

**RIBBED GUMMED TAPE** . . . Speeds up sealing because it can follow any contour, ribbed to channel water evenly over the tape surface, gummed with special glue formula to grip instantly with less rubdown. Sample roll and color swatch book **FREE**, if you check 22.

**THE RULE 41 STORY** . . . Completely told in the 1956 Edition of Better Shipping Manual. How to use, how to preserve, how to prepare your tape dispensers and what to buy to do the best job with the "two-strip sealing" method and reinforced gummed tape is told in this edition. Also many other features essential to every shipping manager. For free 10 day trial order of your copy, check 23.

**MEN — METHODS — MATERIAL**



## EASIEST, MOST EFFICIENT METHOD EVER DEvised FOR ADDRESSING SHIPMENTS

Imagine—no labels or tags to prepare and apply, no bulky stencil boards to cut, no expensive equipment to buy. It's so simple: A "label-frame" is preprinted on the cartons by the carton manufacturer. The ship-to address is imprinted on the cartons within the frames with

a small Weber handprinter and an inexpensive, paper stencil. Stencil is cut on a typewriter—separately or as by-product of your shipping paperwork. A clean, fast, systematic operation. Very inexpensive. (Handprinter costs just \$14.50.) Get all the details. Clip the coupon.

# Weber

Weber Marking Systems  
Division of Weber Addressing Machine Co.  
Mount Prospect, Illinois

### MAIL THIS COUPON



for complete information on  
the Weber Direct-To-Container  
Addressing Systems

WEBER MARKING SYSTEMS  
Division of Weber Addressing Machine Co.  
Dept. 18-G  
Mount Prospect, Illinois

COMPANY \_\_\_\_\_

INDIVIDUAL \_\_\_\_\_ POSITION \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

. . . for more details check #7 on HELP-O-GRAM card.

# PACKING A PUNCH

JULY, 1956

THE EVOLUTION OF "FISHY-BACK" operations was given a big boost recently when the Federal Maritime Administration granted mortgage insurance to TMT Trailer Ferry, Inc., for construction work on a "roll-on, roll-off" vessel. This was the first "fishy-back," ship to get government mortgage insurance under the Merchant Marine Act of 1936.

TMT had previously purchased a former Landing Ship Dock, the Carib Queen, which will be converted to transport 92 truck trailers and 97 automobiles between Florida and Puerto Rico. Complete cost of this ship is expected to be about \$4,700,000. The Maritime Administration agreed to guarantee up to \$4,112,500.

At the time, the Administration announced that applications for 30 additional "fishy-back" vessels are being processed. These include applications from the American-Hawaiian Line, which plans 10 ships at a total cost \$115 million, and the Pan-Atlantic Steamship Corporation, which plans to expend \$72 million for seven such vessels.

THE "CONQUEST OF SPACE" in shipping—the problem of available room—can be aided by the current "do it yourself" craze. Speaking before the third annual meeting recently of the Shipper-Motor Carrier Advisory Council in Rochester, N. Y., Horace C. Willson, member of the National Classification Board of the American Trucking Associations, said that "today's customer is quite willing and eager to assemble what he buys and the shipper and carrier should accept this invitation to handle articles in disassembled condition to help ease the space problem in shipping."

"The customer gets a feeling of accomplishment and pride from putting something together, and the manufacturers and carriers should take advantage of this situation," he said. Mr. Willson added that "in addition to the space-saving aspect of this situation, the shipping rates for disassembled articles is remarkably reduced."

AN INCREASE OF 38 percent in transportation business within the next decade was predicted recently by Harold F. Hammond, executive vice

(Continued on Page 23)

## shipping MANAGEMENT

Vol. 21—No. 7

COMBINED WITH

**PAYLOAD & The Air Shipper**

### CONTENTS

For Better Shipping .....	4
Packing A Punch .....	6
Bulk Pack Saves 65% of Original Preparation Time .....	7
Proper Container Design Is Basic Step Toward Efficient Handling .....	8
80% of Firm's Goods Go In Reusables After Switch To Reinforced Tape .....	9
New Chart Computes Losses Due To Weighing Errors ....	10
Wirebound Crates Give Packing Speed, Reduced Blockage, High Stackability .....	11
Tuning In On Associations, Schools, Societies & Forums .....	12
"Listen, Mr. T. M. . . ." By D. R. Dominie .....	14
Traffic Tower .....	14
Wooden Box Spec. Aids Campaign To Cut Handling Costs .....	16
Heavy Equipment Is Carefully Protected For Daylight Rail Shipment .....	17
PAYLOAD & The Air Shipper .....	19-22
Giant Computer Hoisted To Building Via Crane .....	25
New Products, Ideas & Services .....	26

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ARTHUR KUSHNER  
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FRANK WOODS  
Eastern Advertising Mgr.

E. B. MEYER  
Production Manager

FRED FEDER  
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549 W. Randolph St., Chicago, Ill. CE. 6-5164.

Pacific Office: J. O. Hodges, 479 S. Holt Ave., Los Angeles 48, Calif.  
Night Phone: BRadshaw 2-3935.

Southern Office: Hal Moore, 279 North East 79th Street, Miami 38, Fla. Day Phone: 82-3624; Night Phone: PLaza 8-5516.

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SHIPPING MANAGEMENT, JULY, 1956

## Bulk Pack Saves 65-Percent Of Original Preparation Time

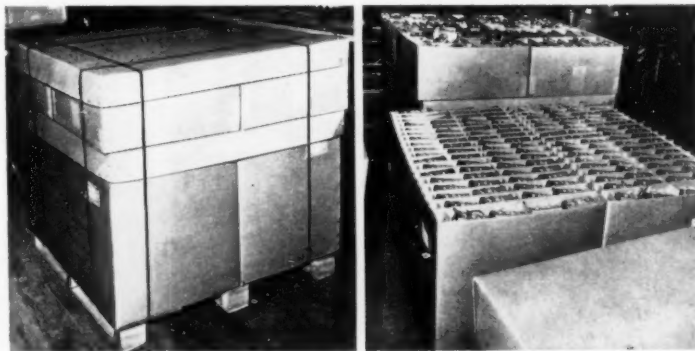
**TIME SAVINGS OF 65 PERCENT** have been achieved by White-Rodgers Electric Co. of St. Louis, Mo. by using a corrugated bulk container package for shipping home laundry dryer controls. Six separate corrugated containers make up the 1200-pound package of 864 sets of controls which are shipped to dryer manufacturers for insertion into the machines.

When the bulk container reaches the customer,

then covered by a top cap. The six containers are steel-strapped to the wooden pallet, two straps each top to bottom, over the sides and ends. Nested partitions are used to form the number of layers necessary to fill the individual containers. Overall size of the six boxes combined is approximately  $41\frac{1}{2} \times 40\frac{3}{4} \times 34\frac{1}{4}$ .

Mr. Robert Rollins of White-Rodgers states that the time saved by the use of the bulk pack as

Left: Six individual boxes are combined to form the complete container used by White-Rodgers Electric Company, for shipping 1200 lbs. of controls for home laundry dryer units. Right: Contents of individual boxes which make up container. Parts are combined for convenience of the user who can place the boxes on his assembly line.



the smaller boxes containing automatic pilots are put on the conveyor line. The larger boxes containing valves are designed to be placed in position on the assembly line and the operator works right from them.

Packaging procedure is to place the two containers filled with valves on an expendable wooden pallet and place a cap over them. The four boxes containing pilots are then placed on this cap and

against controls packed in individual cartons, then overpacked in palletized slotted cartons, is approximately 400 minutes per 1000 controls. Similar savings are enjoyed by White-Rodgers customers. Other user benefits realized from the bulk packs are—less corrugated waste to handle, simplified inventories, less damage in shipment and improved housekeeping.

*Photo & Data Courtesy Gaulord Container Corporation, Division of Crown Zellerbach Corporation.*

# Proper Container Design Is Basic Step Toward Efficient Handling

By HOWARD W. J. BAINES

E. R. Squibb & Sons



Mr. Baines demonstrates a bottle reshipper at the April N. Y. SIPMHE meeting. His talk, presented here, was part of a panel on materials handling and containers.

Let's look into some of the things necessary for the introduction of this very simple means to assist in the efficient handling of material and usually a very good money saver:

## What Makes A Good Reshipper

1. The reshipper must meet the requirements of the ultimate user; i.e., if your wholesaler sells in units of 12, it is useless to design a reshipper for 24. The economical place to package is at the packaging line. Hence rule I—the size must be determined by the ultimate use.

2. It should be designed to give proper balance of packaging materials; in other words, as nearly  
*(Continued on Page 29)*

**ONE OF THE MOST FAVORABLE** impressions left by our troops in World War II was our superiority in materials handling equipment, and I am sure that we are still far ahead in this field. Our equipment manufacturers have supplied us with almost every conceivable piece of equipment for the economical movement of materials.

The area I would like to touch on concerns briefly the adapting of containers to this equipment to facilitate the handling of materials in our plants. This has become a very important field. Almost everything we buy today involves packaging; whether it be for protection, easy handling, or as in our modern supermarkets, a salesman for the product. So much has packaging become a part of our lives that the production and sale of box board is considered today by "Fortune" as one of the most accurate indicators in the business cycle.

As a simple example of what can be saved by properly designed containers I will use a common reshipper. I have tried without success to determine the first commercial use of this vehicle. I know it extends as far back as World War I in many industries.



Unitized pallet load of a type which Mr. Baines helped develop about six years ago. The load is topped with a corrugated cap and held in position by two steel bands.



# 80% of Firm's Goods Go In Reusables After Switch To Reinforced Gummed Tape

**REINFORCED GUMMED TAPE** has enabled M. L. Brous Millinery Co., Inc., to do 80 per cent of its packing and shipping in reusable containers. Important savings in the costs of cartons and tape, work-load and damage claims have been realized since the firm started using reinforced tape.

As the New York buying house for a chain of 80 millinery and sportswear stores throughout the country, Brous sends out an average of 135 shipments a day during the season. Benjamin Freeman, packing and shipping supervisor, said the reusables involve no expense whatever. When they are received from merchandise manufacturers they are emptied and stored in knocked-down form until the time when they are needed for shipments. Then, the flaps, sides and corners are taped. Reusables require the strongest possible tape closure for maximum protection of the contents. But in the Brous operation the cartons "hold up remarkably well because of the strength of the reinforced tape," Freeman noted.

Some new cartons, in six different sizes, are also used by the firm. These, too, are sealed with reinforced gummed tape. When packed, all cartons are bulky and weigh between 18 and 70 pounds each. About 75 per cent of shipments are long-distance, and are usually sent Railway Express. The remaining shipments are moved by

Packer pulls handle along calibrated scale, after estimating length he needs, and tape comes out automatically moistened and cut.

Cartons at Brous are large and bulky, but the two-strip system works, as bulk to weight is usually light.

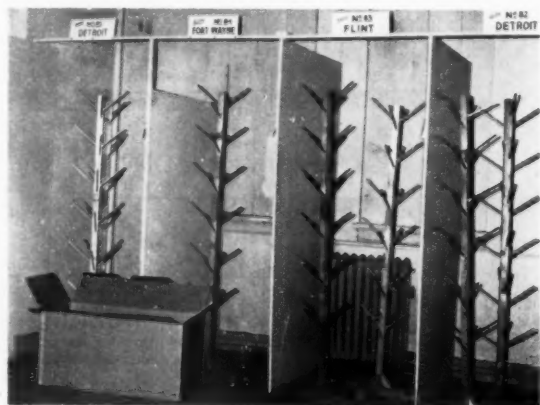


private truck lines, air transportation and parcel post.

Damage has been insignificant since the change to reinforced tape. Previously the firm had been using standard gummed tape in combination with another closure. Shipping costs were high because of the high volume of damage claims. The cartons couldn't survive handling hazards. If they hit concrete surfaces in the course of shipping they ripped open and the merchandise was damaged. Now, Freeman states, "Merchandise damage is almost non-existent."

Labor savings have also been effected. Although the number of employees has not been

*(Continued on Page 34)*



Consolidation of goods for various branch stores takes place in these stalls. Millinery is first placed on trees and then carefully packed in containers like one shown.

## New Chart Computes Losses Due To Weighing Errors

Tiny weighing errors multiplied hundreds of times over soon become very costly, according to the "scale error chart" issued jointly by the National Conference on Weight and Measures Education Committee, and the National Association of Scale Manufacturers.

they are more likely to be discovered and righted.

### Real Values Can Be Computed

Using the chart, the real values (percentages, pounds and dollars) of scale errors can be computed quickly. Businessmen and the public can

TABLE 1 - COST OF SCALE ERRORS IN POUNDS AND DOLLARS

Scale Errors	Total Error in Lbs. for 100 Weighings	Annual Error Cost for a Year of 300 Days, at 100 Weighings a Day
Ounces 1/16	0.39 lb.	\$ 117.
1/8	0.78	234.
1/4	1.56	468.
3/8	2.34	702.
1	6.25	1,875.
Pounds 1	100 lbs.	\$ 3,000.
5	500	15,000.
10	1,000	30,000.

Small, unnoticed errors are the ones that require special warning, as big errors are usually noticed right away. The two charts set up by the National Association of Scale Manufacturers show how the cost of scale errors mounts up in dollars over a year, and the errors in percentages for applied weights.

The chart shows the costs of scale errors in both percentages and dollars to refute the commonly held impression that small errors in weighing are of no real consequence. In a statement accompanying release of the chart, the two associations pointed out that the small errors, caused by mechanical defects, go right on piling up losses into big sums. They also repudiated the theory that plus and minus losses generally tend to average out. Usually, the mechanical defect causes errors in only one direction — over or short. The associations stressed that the small unnoticed mistakes need watching; not the big ones as

TABLE 2 - ERRORS IN PERCENTAGES FOR APPLIED WEIGHTS

APPLIED WEIGHT	SCALE ERRORS							
	OUNCES				POUNDS			
	1/16	1/8	1/4	1	1	5	10	
OUNCES 1	6.25%							
2	3.12	6.25%						
3	2.08	4.17	8.33%					
4	1.56	3.12	6.25					
6	1.04	2.08	4.17					
8	0.78	1.56	3.12					
12	0.52	1.04	2.08					
POUNDS 1	0.39	0.78	1.56	6.25%				
1 1/4	0.31	0.62	1.25	5.00				
1 1/2	0.26	0.52	1.04	4.17				
1 3/4	0.22	0.45	0.89	3.57				
2	0.20	0.39	0.78	3.12				
3	0.13	0.26	0.52	2.08				
4	0.10	0.20	0.39	1.56				
5	0.08	0.16	0.31	1.25				
7		0.11	0.22	0.89				
10		0.08	0.16	0.62				
15			0.10	0.42	6.67%			
25			0.06	0.25	4.00			
40				0.16	2.50			
50				0.12	2.00			
75				0.08	1.33	6.67%		
100					1.00	5.00	10.00%	
250					0.40	2.00	4.00	
500					0.20	1.00	2.00	
800					0.12	0.62	1.25	
1,000					0.10	0.50	1.00	
1,500						0.33	0.67	
2,000						0.25	0.50	
5,000						0.10	0.20	
10,000							0.10	

readily understand the values of the errors in those terms. The chart is available free.

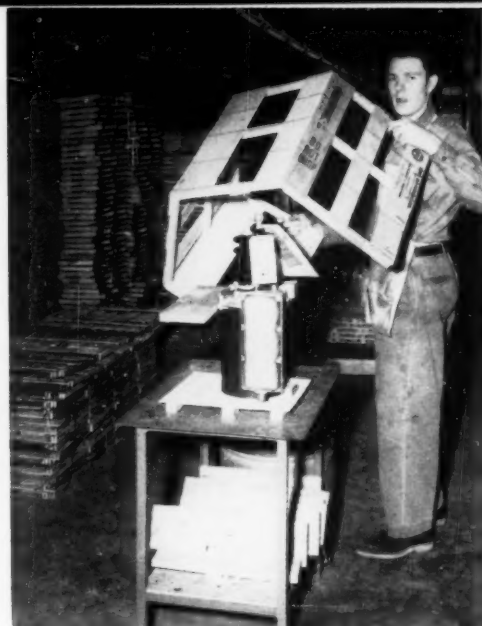
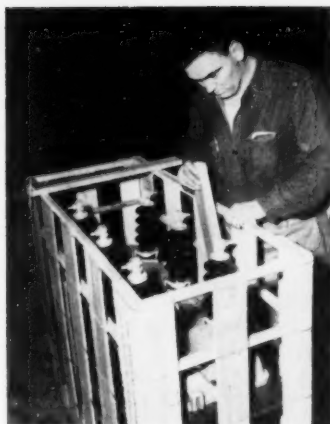
## Express And P. O. Learned To Handle With Care When "Dinosaurs" Was Added To Freight Label

Up until recently, the Abbeon Supply Company, which manufactures and imports model dinosaurs, had a shipping problem. Due to the fact that the models are made of porcelain, rather elaborate packaging precautions had to be taken to prevent breakage.

The use of big red labels saying, "Glass, Handle With Care" and "Fragile, Please Handle With Care" did not succeed. Now, however, the company has rephrased its labels to read: "Fragile—Dinosaurs—Handle With Care." The addition of one word, dinosaurs has been forceful enough to command the attention and care of express company and Post Office employees. The company expects that even the most case-hardened package handler will treat a box labeled Dinosaurs with respect.



The big word "FRAGILE", a bright red label, and conspicuous posting, did not cut down in damage loss on Abbeon Supply Company's model dinosaurs, but when "dinosaurs" was added to the label it caused everyone to take notice — and exert more care.



## Wirebound Crates Give Kyle Products:

- Packing Speed
- Reduced Blockage
- High Stackability

**OIL-FILLED OIL CIRCUIT** reclosers and remote control switches are made in the South Milwaukee, Wis., Kyle Products Plant of the Line Material Co. to withstand years of rigorous outdoor service under all climatic conditions, but getting them to Kyle customers so their highly purified oil is not spilled and their protruding porcelain bushings are not broken is a neat packing-for-shipment problem.

The Kyle Products Plant solved the problem some time ago. The plant adopted 11 different sizes and designs of specially engineered wirebound crates. Speed of packing, the need for little special interior blocking, and inherent structural strength to permit safe high-stacking were among the factors that influenced Kyle engineers to decide on wirebound crates for domestic shipments and closed, sturdy wirebound boxes for export shipments of reclosers and switches.

### Man-Minutes Vary

Man-time charged for packing the variety of units in wirebound crates for domestic shipment ranges from 2.6 to 24 man-minutes per unit. In some cases, this includes moving the unit from the end of the production line to the shipping area and writing out the shipping ticket.

The largest unit is the Kyle Type R Heavy Duty Recloser, which is catalogued at over \$1600. It weighs 700 pounds, including 34 gallons of highly purified oil, but its shipping weight in a wire-

bound crate is only 792 pounds. Thus, tare weight is less than 12 percent of the gross shipping weight.

In packing the unit, it is conveyed by hoist from the production line to the packing area and lowered upon the prefabricated sturdy wooden base of the crate. Built-up blocking on the base holds the unit snugly and prevents it from shifting during shipment or handling. A one-piece wirebound wrap-around blank comprising the four sides of the crate is wrapped around the base of the crate so that the blank's bottom end cleats snugly engage the underside of the base. It is closed with twisted wire fasteners before insertion of the special interior packing. That consists of two pieces of wood with stapled-on cushioning material that are slipped between each side of the recloser and slats of the crate and a single piece of pre-cut heavy wooden blocking that is placed across the top of the unit and nailed to slats. The top of the container then is placed and secured with a few nails.

At the other extreme is the Kyle Type NR Remote Control Oil Switch that has a net weight of 36 pounds and a shipping weight of 49 pounds. It is packed in only 2.6 man-minutes.

The switch is placed directly onto the base of its wirebound crate at the end of the production line, fitted with a single piece of prefabricated wooden blocking, and wrapped up in a wirebound

*(Continued on Page 34)*

Wirebound blank being folded to form four sides of crate for Remote Control Oil Switch is shown in large photo. Cleats will engage both interior blocking and base of crate. At extreme left the blank is being closed so intermediate cleats will snugly engage the special wooden interior blocking that fits the recloser's mounting bracket. Center shot shows one of only four pieces of pre-cut wood with cushioning material stapled to them, being inserted in closed crate.



## TUNING IN



### Packaging Institute's Annual Forum Set for September 10-12 in Cleveland

For the first time in history, the Packaging Institute will hold its annual forum away from the eastern seaboard. The 18th Annual Forum is scheduled for September 10, 11 and 12 at the Hotel Statler in Cleveland, O.



The Forum Plans Committee of Packaging Institute chose "The Dollars and Sense of Protective Packaging" as the theme for its 18th Annual Forum to be held; September in Cleveland, Ohio.

Participating in the important Planning Meeting held recently were: (Front row seated, left to right)—Allyn C. Beardsell, Container Laboratories, Inc.; Frank W. Cray, Interchemical Corporation; L. H. Zahn, Ciba Pharmaceutical Products, Inc.; Dr. Frank C. Campins, Polymer Industries, Inc.; John C. Clay, National Starch Products, Inc. . . . (Chairman of the 1956 18th Annual Forum); Dr. L. E. Simerl, Olin Mathieson Chemical Corp.; Dr. L. J. Hayhurst, Kraft Foods Company.

Standing—left to right:—W. B. Tibbets, Bakelite Company; Ed J. Monahan, The National Biscuit Co.; F. L. Wurzburg, Jr., Interchemical Corporation; N. W. Postweiler, Riegel Paper Corporation; Douglas E. Tuttle, Interchemical Corporation; Richard Hennessy, Lederle Laboratories; Irwin R. Sipherd, National Distillers Products Corp.; Carr H. Parsons, Lederle Laboratories; and W. B. Bronander, Jr., Scandia Manufacturing Company.

"The Dollars and Sense of Protective Packaging" has been selected as the theme for the technical seminars. John C. Clay is program chairman of the forum, which will take place earlier than in previous years in order to allow participants to attend the Packaging Machinery and Materials Exposition, also scheduled for the same week in Cleveland.

### Establishes Annual Awards

The Institute also announced establishment of two annual awards. One award will be made to the corporation and the other to the individual who have done the most to integrate new packaging materials, machinery, designs and techniques on a commercially productive basis. Complete details will be announced at the Forum's Annual Awards Presentation Dinner on September 10.

### Air Force to Sponsor Military-Industry Symposium October 9-11 at Washington

The second Joint Military-Industry Symposium on Packaging and Materials Handling has been scheduled for October 9-11 at the Department of Commerce Auditorium, Washington, D. C. The Air Force will sponsor this year's event in cooperation with the other military services, the National Industrial Security Association and the Commerce Department.

Last year's symposium was sponsored by the Navy Department and was devoted to military requirements for packaging and M-H. The 1956 program is still under development. Firms and individuals wishing to make suggestions have been invited to write the Packaging and Materials Handling Division, Director of Transportation, DCS M, USAF Headquarters, Washington 25, D. C.

### NSIA Group Surveys Packaging, Storage, M-H Operations at Air Force Bases

Various recommendations for improving loading, unloading, ground handling, storage and packaging of freight at Air Force air freight terminals were made recently by the National Security Industrial Association on the basis of a two-week survey of major Air Force bases on the East Coast, in France and Germany.

Some 18 industrial executives, representing three advisory committees of NSIA, accompanied by military packaging, materials handling and transportation specialists, made the survey. Included in the group were John D. Farrington of Jiffy Manufacturing Company, W. P. Neth, Seaboard & Western Airlines, and William Pearce, Chevrolet Motors.

### Navy Sponsors Course in Packaging Techniques and Military Specifications

All naval inspectors soon may receive training in the techniques of packaging and applicable military specifications as the result of an experimental course conducted in the Los Angeles area recently by the Inspector of Naval Material and Specification Packaging Engineering Corps.

The class was conceived by the Navy in recognition of the increasing importance of scientific

(Continued on Page 37)



## Heavy-Duty Container Now Used To Ship Evergreen plants

THERE'S A NEW WAY of "packaging" evergreens! The Sherman Nursery Company of Charles City, Iowa has adapted to its own purposes a heavy-duty corrugated container extensively used for the shipment of major appliances.



The new shipping container for evergreens consists of an octagonal sleeve with top and bottom caps securely attached by interlocking flaps and held in the interlocking position by a single steel strap at each end.

Previously, the evergreens were completely enclosed in an octagonal corrugated box, made of special board, with inverted caps stitched into the sleeve top and bottom. This design had several disadvantages—notably the cost of sixteen separate stitching operations. Also, the container was completely smooth and there was no place for the freight handlers to grab hold. Consequently it was a common occurrence for the boxes to be dropped on the ground—which did not help the condition of the trees on arrival.

The new container consists of an octagonal sleeve with top and bottom caps securely attached by interlocking flaps and held in the interlocking position by a single steel strap at each end. As the caps extend outside the box they provide a convenient "handle" for carrying. An important feature is the hole at the top which permits several size evergreens to be shipped in a single size container. Four basic box sizes will accommodate all the sizes shipped by the nursery—which range up to 48". Because a portion of the living tree is visible, there is little likelihood

that the boxes will be placed upside down or crushed by having heavier boxes stacked on top.

—Courtesy Gaylord Container Corporation, Division of Crown Zellerbach Corporation

## Rectangular Corrugated Box Cuts Chinaware Damage 70%

A NEW COLLAPSIBLE corrugated container used to package delicate chinaware for moving and storage has effected a 70 percent reduction in breakage and made it possible to store the container in 20 per cent of the space previously needed, Sofia Bros., Inc., of New York City, reports.

The corrugated "barrel" is a rectangular, one-piece unit made of 350-lb. test corrugated. It sets up easily, is self-locking and requires no taping or gluing. The bottom is formed by inter-locking flaps which double back within the container to provide a solid base. The four top flaps, folded in one above the other, fit firmly into the container and are recessed two inches from the top. The extra thickness of the folded flaps adds cushioning to the top and bottom of the container.



This collapsible container for shipping chinaware sets up easily, is self-locking and requires no taping or gluing. The bottom is formed by inter-locking flaps which double back within the container to provide a solid base. It has effected a 70 percent reduction in breakage, according to Sofia Bros., Inc.

White outside panels, which emphasize the fragile nature of the barrel's contents have helped to effect the impressive reduction in breakage. The front and back side panels are printed green in the company's name and address. Sofia can store 1000 of these containers knocked down flat in the space needed to store 200 of the barrels previously used. The new barrel provides the customer a collapsible, easily stored receptacle for future use. It eliminates the need of charging a deposit and the considerable expense of collecting the barrel later and refunding the deposit.

—Photo and Data Courtesy Robert Gair Company



## Shippers Can Get Adjustments In Classification Inequities

ONE OF THE SERVICES which the carriers render for their clients is that of helping to adjust inequities in classification which may exist as far as the shipper is concerned. From an economy standpoint, this is probably the most valuable of all services. Yet, paradoxically, it is the least called for by the shipper.

It is well known that proper classification of material on a bill of lading is mandatory. It is also very obvious that despite the comprehensiveness of all classifications they cannot possibly cover each instance which arises. Many shippers prefer to go along with the existing classifications and terminology and thereby incur excessive charges either because they do not want to take time to find out why the situation exists, or they are ignorant of the methods to be followed in bringing about a change.

### Rating By Analogy

Many shippers prefer to rate by analogy if there is no definite description of their material in the classification. This may or may not be all right depending on what the actual rating comes out to. In many instances a lower rate could be effected if the shipper took the time to have a proper classification and description inserted. Not only does this help the shipper but it also makes the job of the rating clerk for the carrier much simpler when it comes to making out bills.

Let's assume that you, the shipper, feel that you do not have an actual description for your commodity in the classification. You have been describ-

ing your commodity on an N.O.I.B.N. basis but feel that you may be charged at an excessive rate on the material which you are shipping. To rectify this situation your first step, if this is an unusual procedure with you, should be to contact one of the carriers with whom you are doing business. This carrier will be more than glad to assist you in making out the proper documents and applications for a change in the classification. Contrary to the opinion of many small shippers,

this procedure is not a particularly involved one. Probably the carrier will assist by taking your application to the classification board, and if it appears at all proper, the classification board normally will pass on it and put through the rate which you feel is equitable.

By the same token the carrier's assistance can be invaluable in helping the average or below average shipper in properly describing his commodity on the bill of lading and setting

(Continued on Page 18)



AMERICAN SMELTING AND REFINING COMPANY has appointed Frank L. Merwin general traffic manager and George W. Cantwell as traffic manager, it was announced by Kenneth C. Brownell, president.



FRANK L. MERWIN

Succeeding the late D. B. Blake as general TM, Merwin served previously with Kaiser Steel Corporation, Oakland, Calif. for nine years. His last position was assistant general TM. Cantwell has been with American Smelting since 1920. Previously, he was assistant general TM.

PACIFIC TRAFFIC ASSOCIATION is spearheading a "Golden Gate in '58" campaign aimed to bring the annual convention of the Associated Traffic Clubs of America next year to San Francisco. Various other California traffic groups have joined in this effort. The PTA's "1956 Extravaganza" on June 12 was a big success, Del A. Bennett, general chairman, stated. The program featured dinner and entertainment.

NATIONAL EXPORT TRAFFIC LEAGUE has re-elected Gordon H. Rennie of Vick Chemical Company as its president. Other officers elected were: R. J. Lerch and M. Devincenzo, vice presidents; R. G. Carpenter, treasurer; and F. J. Meade, executive secretary.

Stuart Whisner, vice president of Chicago Express Company, was the guest speaker at the 25th Anniversary Dinner June 12 of the WOMEN'S TRAFFIC CLUB OF NEW YORK. The following new officers of the Club were installed: Dorothy Shea, American Tobacco Company, president; Marie D'Amato, D'Amato Freight

(Continued on Page 24)

Sergeant Sticky Says...

## "Talking Tape Gets Attention!"



Wherever your carton goes, "Talking Tape" speaks right up, sells as it seals—broadcasts your message in your words. It instructs. Warns. Identifies. Provides a person-to-person advertising campaign too profitable to pass up!

And best of all, Flash-Tite "Talking Tape" messages—either stock or custom printed—cost less than applying printed labels.



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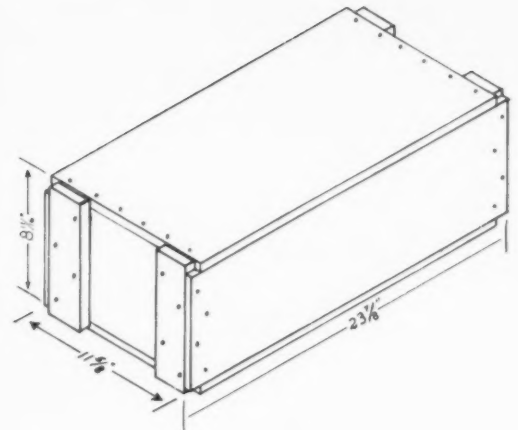
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... for more details check #13 on HELP-O-GRAM card



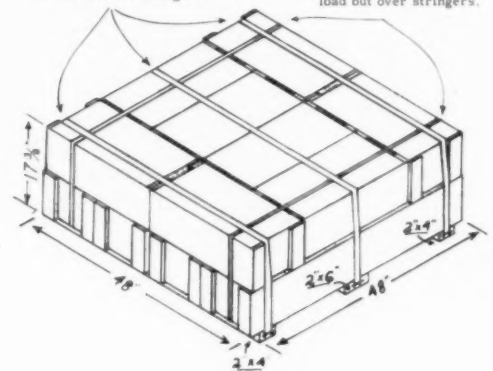
Unit load of 16 boxes containing rivets is removed by a railroad employee from car for storage in railroad storehouse. Shipment of fastenings in unitized boxes designed by National Wooden Box Association and Committee on Material Handling, Purchases and Stores Division, Association of American Railroads, can cut car unloading time from 16 man hours to 40 minutes.

The sketches at right show recommended unit loads for one of several different box sizes recommended in the new specification issued by the National Wooden Box Association and the Association of American Railroads. Cubic content of the box shown is 1,795 inches. Outside dimensions are 23 and 7/8 x 11 and 5/8 x 8 and 11/16.



1-1/4" strapping around load and under stringers. Stapled each end of each stringer.

3/4" strapping around load but over stringers.



## Wooden Box Spec. Aids Campaign To Cut Rail Handling Costs

EFFORTS ON THE PART of American railroads to reduce handling costs of railway supplies by encouraging unitization of incoming shipments has received new impetus upon publication, effective April 1, of a new specification covering nailed wooden boxes and their specified unit loads for bulk shipments of bolts, nuts and rivets.

Issuance of Specification I-50A, entitled Nailed Wooden Boxes for Bulk Shipment of Bolts, Nuts and Rivets, is the result of a cooperative program between the National Wooden Box Association and the Committee on Material Handling, Purchases and Stores Division, Association of American Railroads. Development of the specification took several years and included numerous trial shipments, laboratory tests and special studies to integrate container sizes with the products to be shipped and with railway carloading patterns.

Standardization of quantities, thus simplifying

inventory and invoicing problems, was also a goal in fixing box sizes. The result is a modular specification of unusual flexibility, involving only three sizes of boxes. Thus the cubic capacities of the containers are integrated with scores of different sizes of bolts, nuts and rivets.

Each size box, designated in the specification as AAR-1, AAR-2 and AAR-3, is of Style 4 construction, and each is normally made a part of a unit load containing 16 boxes of the same size. The 16-box loads are made up into units by strapping in two layers with three 2x4 skids under each load to permit handling with mechanical equipment.

Since each box is designed to carry loads up to 200 pounds, it is necessary that the bottom layer of boxes support weights up to eight tons when the units are stacked five high in railway storehouses. The specified boxes and their respective

(Continued on Page 28)



# Heavy Equipment Is Carefully Protected For Daylight Rail Shipment

By G. E. THOMSON

Supervisor of Shipping, Motor Generator Dept.,  
Canadian General Electric Company, Ltd.

**THE VERTICAL GENERATORS** used in power projects like the St. Lawrence Seaway often weigh more than one million pounds, completely assembled. The first phase in shipping this type of equipment is basic protection against corrosion and mechanical damage.

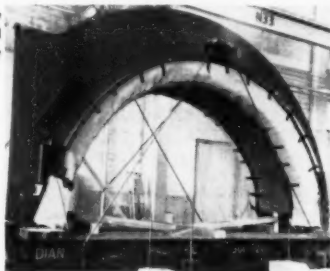
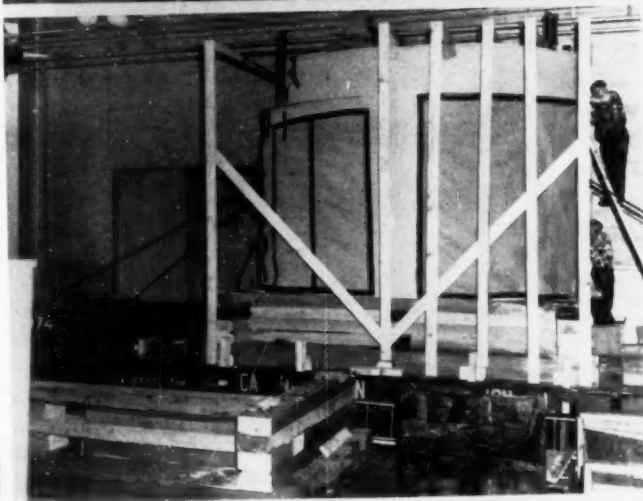
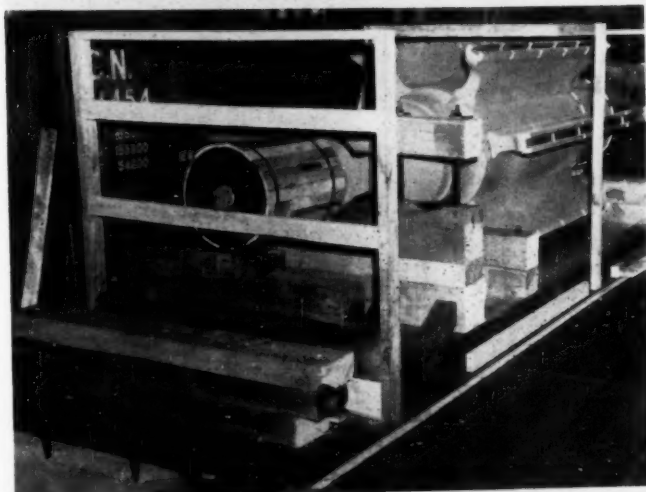
When a large shaft, weighing 105,000 pounds—equivalent to the weight of 35 automobiles piled one on top of the other—and worth approximately \$55,000, arrives at the shipping area, there are a number of steps to be taken. The shaft has two extremely important journal surfaces which must be protected against corrosion and mechanical damage.

If a shaft arrives at the power site with a rusted journal, it might conceivably have to go back to the factory to be refinished. This is expensive. We have several methods of protecting

The photos on this page show some of the steps taken to protect heavy items having fairly high centres of gravity against mechanical damage while in transit by rail. Such equipment as used by Canadian General Electric Company, Ltd. consists of products like vertical generators, and shafts weighing as much as 105,000 pounds (equivalent to the weight of 35 automobiles piled one on top of the other).

In shipping one particular type of shaft polished parts are cleaned thoroughly with Varsol, cleaned immediately with alcohol to neutralize fingerprints and allowed to dry, and then protected with a rust inhibitor (part of this series of operations is shown in top photo). The next steps consist of spiral wrapping of one layer of "no oxide" cloth over compound, repeating wrap in opposite direction, and allowing to dry; covering with one layer of waterproof cloth, sealing laterally with pressure sensitive tape, and, finally, completing protection by applying hardwood slats and strapping. Some of these steps are shown in the second and third photo.

Bottom photos, left and right show two heavy parts as finally packed on railroad flat cars preparatory to slow speed daylight travel.





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## "LISTEN MR."

(Continued from Page 14)

it up so the shipper may take advantage of the best rate on mixed shipments.

The carrier also can be of great assistance in helping to apply for exceptions to the rule or exceptions to the classifications where the classifications are not particularly applicable to these shipments. For example, let us assume that there is a classification for "hydro-tubes" which calls for a rate of three times first class. Obviously this rate was put in to cover

shipments of only hydro-tubes and as such may be an equitable rate. Now according to the rule of mixed shipments if any hydro-tubes at all are in a shipment then the entire shipment must be classed as three times first class. Let us assume that you, as a shipper, are forwarding material which weighs 100 pounds and in this is one hydro-tube weighing 1 ounce. According to the classification you would then have to pay three times first class for the entire shipment. Relief from such a situation may be obtained by the proper application through

the carrier. It is obvious from this example, unless the shipper takes action and exerts himself, this inequity would be allowed to stand and his dealers or he himself would suffer.

Another "valuable service" with which a carrier can help a shipper is application for a commodity rate. If the shipper is forwarding large quantities of material to specific points there is a good chance that a commodity rate may be put through which would relieve him insofar as high tariffs are concerned.

All of these technical aspects  
(Continued on Page 23)

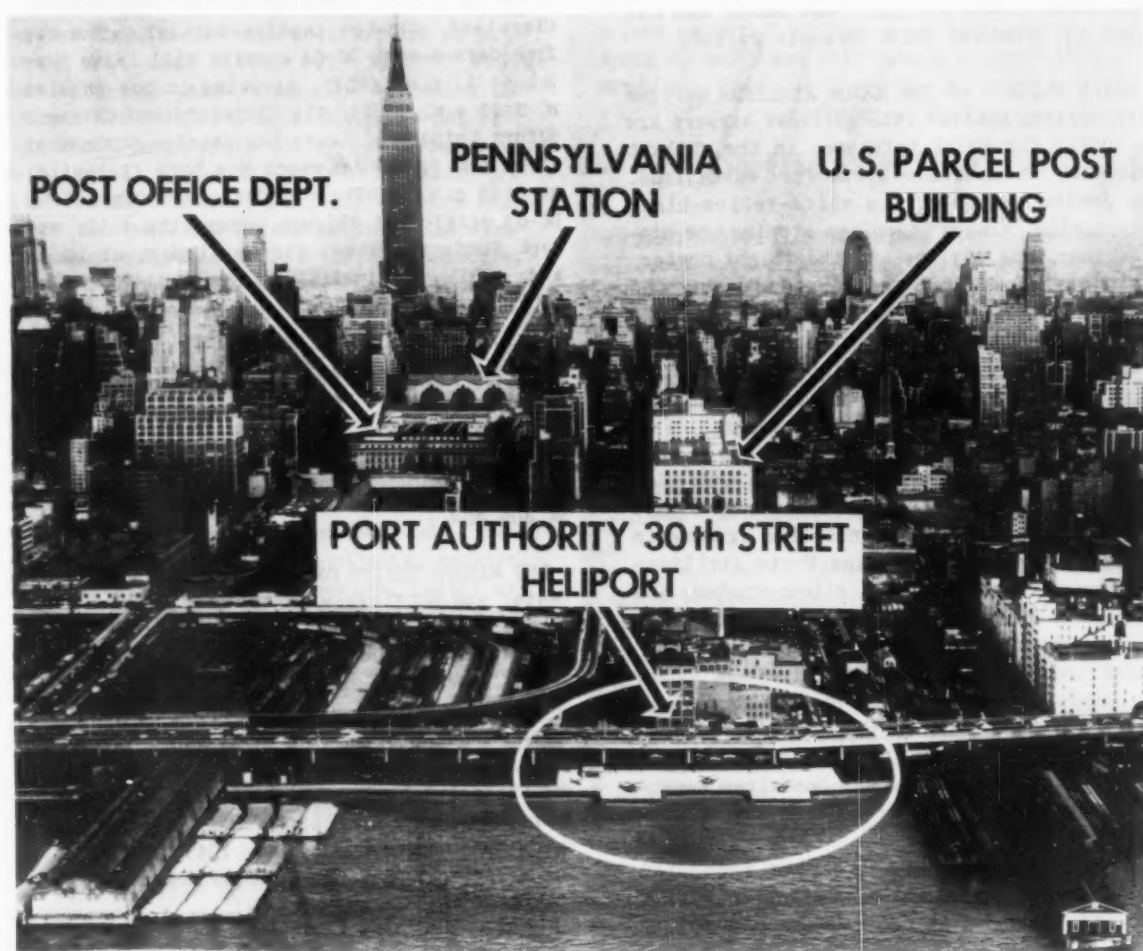


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**shipping  
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*The Air Shipper*

## DOWNTOWN HELIPORT TO OPEN A NEW ERA FOR NEW YORK CITY



IN SEPTEMBER, NEW YORK CITY will have its first downtown commercial heliport, on which construction began last week (July 2). The \$320,000 facility is being built by The Port of New York Authority on a bulkhead site at W. 30th St. and the Hudson River, under the terms of a five-year lease just approved by the Board of Estimate. On completion, New York Airways will begin scheduled cargo and mail service between Manhattan and the metropolitan airports. As operational experience is developed and S-58 helicopters become available, passenger service will be added.

THE NEW HELIPORT 'WILL MARK the opening of a

new era in the transportation history' of the city, according to Port Authority Chairman Donald V. Lowe, who also said: 'This temporary heliport will make direct air transportation to midtown possible. It will also enable us to get the operational knowledge which will be needed in developing the design of a great permanent heliport at W. 30th St. and at other points in the Port District.'

AN ARTIST'S CONCEPTION OF THE HELIPORT on the June cover of *Shipping Management* magazine and an article in the same issue by the editor of *Payload & The Air Shipper* anticipated this move.



# Routes ★ Services ★ Schedules

● **SIGNING OF A FREIGHT INTERCHANGE** agreement between the American President Line and The Flying Tiger Line has been announced by the latter's Director of Sales Development Mayo Thomas. FTL will act as forwarding agent for APL to handle freight by air from any common ocean port of entry, with APL acting as sales agent for FTL at the source of traffic. The plan, first agreement of its kind, would be, according to Mr. Thomas, 'the basis and the start of eventual joint sea-air rates'.

● **DAILY FLIGHTS OF THE MAJOR AIRLINES** serving Metropolitan Oakland International Airport are presented for quick reference in the 'Flight Selector' just published by the Port of Oakland. The device consists of a white-yellow-black sleeve with 'window' openings showing the destinations, the airline and the flight number, the times of arrival and departure, and the number of intermediate stops. It includes 150 listings of daily inbound and outbound flights between Oakland and 28 cities. Requests for copies should be addressed to the Port of Oakland or the Oakland Chamber of Commerce.

● **AN EXTENSIVE PROGRAM** of cooperative promotion has been initiated by Varig Airlines of Brazil with carriers which have interline agreements with it. They include Trans World Airlines, Air France, Scandinavian Airlines System, KLM Royal Dutch Airlines, Northwest Orient Airlines, Swissair, Iberia, Lufthansa, Colonial Airlines, Mohawk Airlines, and Central Airlines. Under the program, these airlines receive from Varig materials which promote the services of both and emphasize the advantages of utilizing it on flights to Brazil via the Dominican Republic, both of which it serves from New York.

● **SHIPPERS WILL DO WELL** to make inquiries far in advance concerning available charter aircraft, as the rush this summer is breaking all records, advises the Air Charter Traffic Exchange Division of the Aircoach Transport Association in Washington. Several DC-4s are being released to member airlines, the Supplemental Air Carriers as they are designated, from overseas runs for the Military Air Transport Service and from the Canadian airlift for

the supply of the Distant Early Warning stations in the Arctic. Early commitments by interested charterers will enable the Association to seek backhaul business and thus to cut empty ferrying charges.

● **THE FASTEST ALL-CARGO FLIGHTS** across the continent ever operated by United Air Lines began on July 9 when the company extended its DC-6A Cargoliner service to and from Newark, Cleveland, and Los Angeles-Burbank. The new five-days-a-week DC-6A service will leave Newark at 11 p.m. (EDT), arriving in Los Angeles at 8:45 a.m. (PDT), via Cleveland and Chicago. Return trips will leave Los Angeles-Burbank at 11:30 p.m. (PDT) to reach New York (Idlewild) at 1:45 p.m. (EDT), via Chicago. Connecting DC-6A service at Chicago, operating daily except Sundays, leaves Midway Airport at 10:05 a.m. (CDT), terminating in Newark at 3:15 p.m. (EDT), via Cleveland.

(FIRST UAL DC-6As were placed in service between New York, Chicago and San Francisco-Oakland on April 30. The July 9 additions follow delivery of the fourth DC-6A in the company's \$5,500,000 order for five of the cargo planes. Each lifts more than 30,000 lbs. and cruises at 300 mph.)

● **THE MANUFACTURING CENTERS** of Birmingham, Leicester and Nottingham in the English Midlands are now linked by a twice-daily helicopter service which British European Airways began on July 2. Westland-Sikorsky 55s are used on this new feeder network which provides convenient connections at Birmingham with regular BEA services to and from London, the Continent, and the Channel Islands. The new service is maintained by BEA's Helicopter Experimental Unit which has been engaged since 1947 in developing freight and passenger operations.

● **PLANS TO INCREASE ITS FLIGHT SCHEDULE** between Miami and Caracas are being made by Avensa Airlines as it observes the first anniversary of that service. Carrying cargo and passengers, the company intends to inaugurate a route between New Orleans and Venezuela. Its current intermediate stops on the Miami-Caracas run include Montego Bay and Maracaibo.

PAYLOAD & The Air Shipper is published twice a month - once as a section of Shipping Management and again as a separate newsletter from SM. Lucien Zacharoff, Editor and General Manager. Address news and editorial communications intended for Payload to G.P.O. Box 775, Brooklyn 1, N.Y.; telephone ULster 5-2243. All other business communications should be sent to Shipping Management magazine, 425 Fourth Ave., New York 16, N.Y.; telephone MUrray Hill 3-6280-1.



# Rates ★ Tariffs ★ Commodities

● **SPECIFIC COMMODITY RATES TARIFFS** of Air France will include the following changes or additions, effective on dates shown: **Braids, ribbons, trimmings, bindings, lacings, tape labels, webbing and buckles**, minimum weight per shipment 100 lbs., from New York, to Guatemala City, 27¢ a lb.; to Managua, 31¢ a lb.; to San Jose, 33¢ a lb.; to San Salvador, 28¢ a lb.; to Tegucigalpa, 29¢; July 29. \* **Household appliances and/or utensils (electrical)**, from New York to the same destinations as preceding, the same rates, July 29. \* **Cloth (bolt or cut to shape) silk**, not exceeding \$55 CVGK, to New York from Bangkok, \$2.49 per kg., minimum 250 kgs.; July 25. \* **Raincoats**, to New York/Boston from Tel Aviv-Yafo, \$1.30 per kg., minimum 250 kgs.; July 25, expires Aug. 15. \* **Business and office machines and supplies, machinery and tools, surface vehicles**, not elsewhere specified, excluding steamship and motorship machinery spare parts, between New York/Boston and Ankara, \$2.02 per kg., minimum 45 kgs.; June 26. \* **Crabs, crawfish and lobsters**, to New York/Boston from Lisbon, .99¢ per kg., minimum 45 kgs.; July 20. \* **Leather and leather products, excluding wearing apparel**, to New York from Calcutta, \$2.53 per kg., minimum 100 kgs.; July 11. \* **Household goods and personal effects: (a) household goods, used, not for resale; (b) personal effects, consisting of wearing apparel, cosmetics, toilet articles and articles worn by an individual, used, not for resale, when in mixed shipments with the commodity named in (a) above**, between New York/Boston and Ankara, \$1.56 per kg., minimum 45 kgs.; July 25.

## People & Places

- **ASSUMING DUTIES AS REGIONAL VICE-PRESIDENT** in charge of Miami, New Orleans and Houston for Air Express International: **Frank J. Eberle**.
- **APPOINTED INTERLINE SALES REPRESENTATIVE** for Swissair in the New York area: **Melvin L. Sibulkin**.
- **NAMED GENERAL MANAGER** of Republic Aviation (International) S.A., with headquarters in Lugano, Switzerland: **Henry V. Beutell**.
- **APPOINTED SYSTEMWIDE DIRECTOR** of advertising and public relations for National Airlines - **William M. Ehart**.

● **A WORLDWIDE PATTERN OF UNANIMOUS RATES** and fares has been completed by the scheduled airlines in the International Air Transport Association Traffic Conferences. General adjustments have been made to cargo rate levels to render it possible to carry further the development of new types of cargo traffic on many routes by additional low rates for specific commodities. Except as otherwise noted, the new rates and fares will generally come into effect on Oct. 1 or Nov. 1 of this year, or on April 1, 1957, and will remain in effect until March 31, 1958.

## Traffic Statistics

- **CARGO TRAFFIC IN TON. MILES** over Trans World Airlines during May: domestic freight - 1,819,674, express - 803,901, mail - 1,066,287; international freight - 746,711, mail - 988,850.
- **FREIGHT AND MAIL TRAFFIC GAINS** of 21% and 16% respectively in the first quarter of 1956 over the same 1955 period were registered by Air France. The new freight figure was 18,060,892 ton-kilometers and for mail it was 5,113,495 ton-kilometers.
- **CARGO TRAFFIC THROUGH THE NEW YORK** region airports (La Guardia, New York International, Newark, Teterboro) in lbs.: scheduled domestic freight - 16,510,200, express - 3,711,400, air mail - 4,587,500, first-class mail - 1,603,500; scheduled overseas freight - 3,952,800, mail - 1,571,800; non-scheduled freight - 398,800; helicopter freight and express (for April) - 366,800, mail - 145,700.

- **AVAILABLE ON REQUEST** from the Engineering Division of the Air Transport Association, 1107 16th St., N.W., Washington 6, D.C.: a new issue of **Specifications for Manufacturers' Technical Data**, which sets the standards for the presentation of information required by the airlines on products of aircraft, aircraft accessory and component manufacturers. Purpose of the publication is threefold: (1) Clarify the general technical data requirements of the airline industry; (2) provide an airline with the necessary technical data for use throughout its system; (3) relieve an airline of the necessity of rewriting data involved to suit individual airlines requirements.

# Washington Roundup

● **TEMPORARY CONTINUANCE OF SERVICE** by Braniff International Airways to certain cities in North and South Dakota and Nebraska has been assured by a decision of the Civil Aeronautics Board. It authorizes service to Mitchell and Yankton, S.D., and Norfolk, Neb., and also beyond Sioux Falls, S.D., to a terminal point Fargo, N.D., via Watertown and Brookings, S.D.

THE BOARD'S DECISION WAS COMPLICATED by the fact that Braniff had not applied for and did not wish to continue serving these points. Another complicating factor was the Seven States Area Case presently before the Board; this is concerned with improving and expanding local air service on an area basis which would involve the points in question in the Braniff Route Extension Case. That is why the decision here is a temporary one, merely to prevent any service interruption at the points mentioned.

● **A CERTIFICATE RENEWAL HAS BEEN GRANTED** to Mackey Airlines for a five-year period, authorizing transportation of persons and property only between Florida and off-shore islands in the Atlantic.

● **A TREASURY DEPARTMENT PROPOSAL** to amend the pending customs simplification bill so as to provide for gradual lowering of tariffs on certain imports has been termed by the Chamber of Commerce of the U. S. 'an attempt at reasonable compromise' with protectionist objections to the measure. In testimony prepared for the Senate Finance Committee, Chamber spokesman Harry S. Radcliffe, executive vice-president, National Council of American Importers, said the amendment would permit speedier customs valuations on most imports, while relieving fears that tariff protection of some goods would be suddenly removed. He described the bill, H.R. 6040, as a 'forward step' toward eliminating the uncertainties arising out of present methods of valuation, and strongly urged its passage at this session.

● **AIRLINE TRAVEL, MAIL AND CARGO** from the West coast to Europe have now developed to the stage where the two U.S.-Flag transatlantic airlines, Pan American World Airways and Trans World Airlines, could operate profitable direct service over the Polar route, according to PanAm's statement accompanying detailed economic analyses of the proposed service filed with the Civil Aeronautics Board. Both TWA and PanAm have applied to the Board for the right to fly the Polar route.

● **FOUR SEPARATE APPLICATIONS** for the extension of its routes in the Middle Atlantic area to cities in Ohio, Michigan, Kentucky and Washington, D.C., have been filed by Allegheny Airlines with the Civil Aeronautics Board. The applications are proposed for inclusion in the Great Lakes Local Service Case scheduled by the Board for a pre-hearing conference on July 10.

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## Parcels & Letters

● **AIR PARCEL POST SERVICE WAS ESTABLISHED** this month with Jamaica, including Cayman Islands. The postage rates applicable to air parcels to Jamaica are 95¢ for the first four ounces and 18¢ for each additional four ounces. The weight limit for an air parcel is 22 lbs.

● **THE MAXIMUM WEIGHT OF 33 LBS.** per package of printed matter, authorized by the new Convention of the Postal Union of the Americas and Spain (signed at Bogota in 1955) is now in effect for Uruguay. It has been applicable to Chile, Colombia, Costa Rica, Cuba, Dominican Republic, Guatemala, Haiti, Mexico, Nicaragua, Panama, El Salvador, Venezuela.

● **AN INCREASING NUMBER OF GIFT** parcels to Czechoslovakia, containing used clothing, which are being offered for mailing, are not marked 'Certificate of Disinfection Enclosed' (as required for admission to that country). This endorsement must appear on the wrappers around parcels containing used wearing apparel. A notarized statement from a reliable dry-cleaning establishment or laundry that articles of clothing have been cleaned should meet the demands of the Czechoslovak authorities.

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● **AT A MEETING IN DALLAS,** THE BOARD of directors of Braniff International Airways authorized the payment of a dividend of 15¢ a share on the 1,842,574 shares of common stock outstanding. The dividend is payable on July 10 to stockholders of record at the close of business July 5.

● **MEETING IN WASHINGTON,** THE BOARD of directors of the Air Transport Association approved the application of American Air Export & Import Company for admission as an associate member. The airline's head office is in Miami.

## "LISTEN MR."

(Continued from Page 18)

of traffic can be greatly simplified if the shipper will take the time to contact the carrier for an explanation and assistance in putting through the various rates and rate changes.

## Packing A Punch

(Continued from Page 6)

president of the Transportation Association of America.

Mr. Hammond reported that \$84,000,000,000 was spent on transportation in the United States last year. Reflecting a general rise of the industry, he said, are the facts that freight revenues for the trucking and rail industries increased last year by 14 and 13 percent, respectively, over the 1954 levels.

He also disclosed that transportation companies are expanding their research departments. Out of these studies are expected to come a railroad tie that would save millions of dollars, a tire which could last for more than 100,000 miles, atomic locomotives and ships.

★ ★ ★

**INDUSTRIAL EXPANSION** and increased awareness of the cost of inefficient handling methods will give important emphasis to the trend toward integrated physical distribution systems in 1956, said John D. Sheahan, partner in Drake, Startzman, Sheahan and Barclay, physical distribution consultants, in a recent statement.

"With the expected expansion of industrial manufacturing facilities," Sheahan said, "there will have to come expansion and modernization of shipping, warehousing and receiving facilities. Management will be making new arrangements for moving raw materials and finished products to keep pace with increased production." Three methods for accomplishing integration will receive particular attention:

1) Planning of all physical distribution activities (including such phases as plant layout, order processing, packaging) will be coincided with sales and manufacturing planning at the initial stage;

2) More frequently, the high-level post of "Manager of Physical Distribution" will be established to foresee and plan for expanded facilities and to coordinate all distribution functions;

## Sure Dependability!

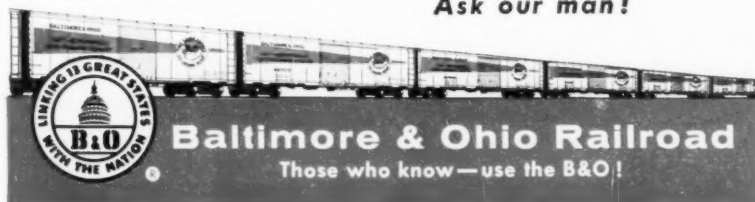


**B & O "babies" your LCL**

You can trust B&O Time-Saver Service! It combines the advantages of rail transportation and outstanding carrier experience to give you *maximum* dependability. That's why less-than-carload freight reaches its destination dependably on-time. And your LCL is treated carefully . . . on quick schedules, too! Yes, it's a *smart* move to ship via B&O!

**TIME-SAVER SERVICE**  
**B&O**  
**T-S**  
**LESS-CARLOAD FREIGHT**

Ask our man!



**Baltimore & Ohio Railroad**  
Those who know—use the B&O!

. . . for more details check #6 on HELP-O-GRAM card.



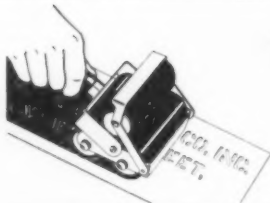
... shipments made at **Specific** Commodity rates, dollars saved, problems solved, when you SHIP IT ANYWHERE VIA



THE FASTER DIRECT ROUTE TO EUROPE AND THE MIDDLE EAST. ALL CARGO FLIGHT, SUNDAYS ... CARGO SPACE AVAILABLE ON SEVEN OTHER FLIGHTS PER WEEK.

call your freight forwarder or:  
10 W. 49TH ST. ON ROCKEFELLER PLAZA • NEW YORK 20 • PLAZA 7-4433  
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THE

NEW



PATENT PENDING

NOW YOU CAN HAVE THE PERFECT COMBINATION OF LARGE EASY TO READ STENCIL MARKING AND LIGHTNING-FAST APPLICATION DIRECTLY TO SHIPPING CONTAINER!

DESIGNED for faster stenciling on corrugated cartons, smooth wood boxes and all other smooth porous surfaces.



THE

TRADE MARK  
**Ideal**  
MARK

- America's first and finest Fountain Stencil Brush
- Use for stenciling rough or uneven surfaces - crate wood, burlap, cloth, concrete, etc. and all general purpose stenciling.
- Sturdy, all brass machined parts.

THE ★ STAR MARKER ★  
TRADE MARK



An indispensable felt tip fountain marker for all purpose marking on any surface.

Use for:

- ★ Marking Shipments
- ★ Marking stock
- ★ Printing notices
- ★ marking on metal, glass, plastics, etc.

Write today for complete catalog and literature on these time tested products.



- **TWIN ROLLERS**  
smoothly roll on perfect impressions in one rapid stroke 3 TIMES FASTER than brushing or spraying
- **ADVANCED DESIGN**  
with self contained ink roller holds enough ink to stencil 500 to 1000 impressions on one inking.
- **LIGHT-WEIGHT**  
Convenient to carry around.
- **"ROLL-A-STENCIL" INK** now available in colors.

Shipping departments welcome this completely new and faster method. Order your set today on a money back guarantee. Set shown includes pint can of black ink and pouring spout. **\$10.50 plus postage**

**UNIVERSAL FOUNTAIN BRUSH CO., St. Petersburg, Florida**

... for more details check #11 on HELP-O-GRAM card.

3) Plant expansion plans will be formulated around new, more efficient methods of space utilization so manufacturers can receive, store and ship larger volumes without a proportionate increase in space.

## Interior Cushioning Made Of Sugar Cane

The use of "biscuits" made of compressed sugar cane waste as a shock-absorbing cushioning material has enabled Beckman Instruments, Inc. to cut breakage to an absolute minimum and reduce handling costs in the tricky business of shipping scientific instruments.

T. A. Dietrich, Beckman Division packaging engineer, came up with the solution to the perplexing problem of damage while in shipment. The "biscuits" are supplied by Flexline Products Co., Inc., in a routed out form so that the two opposing sides of the scientific instrument can be securely cradled in between. The instrument is then slipped into a paper carton, a small accessory box is placed between the "biscuits" and the carton is ready for shipment.

Advantages of the new Universal Pack-type package include lower handling cost per unit, fewer materials used, ability to get better rates due to large orders of materials and improved customer appeal. In addition, the outer box size has been standardized to one size.

## Traffic Tower

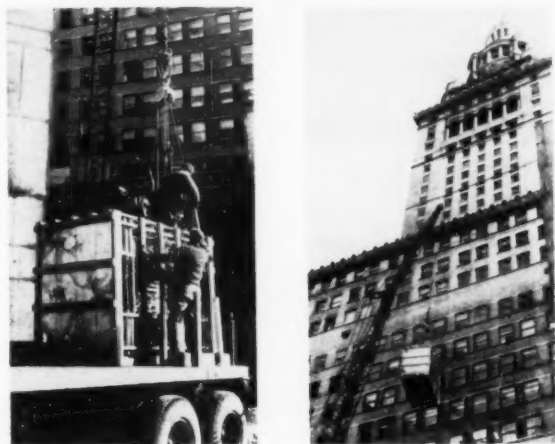
(Continued from Page 14)

Forwarding, 1st vice president; Evelyn A. Tiepner, second vice president; Edna E. Peters, recording secretary; Helene V. Swallow, Republic Carload-ing, corresponding secretary; Mary DeVan, treasurer; Anna C. Heyneker, Mabel Griffin, and Nettie Marchuk, directors.

SOUTHEAST TRAFFIC CLUB of Los Angeles will hold its annual Air-Steamship Night on July 26 at International Airport, Western Airlines Hangar. A champagne party, dinner, speakers and entertainment are planned.



## Giant Computer Hoisted To Building Via Mobile Crane



Left: Heavy "Univac" section is attached to mobile crane. Right: Section is slowly lifted to fourth floor offices. Great care was required with this shipment, using heavy flat bed trucks and special cranes.

Extra special "handling" qualifications were required to transport and install the giant, intricate

"Univac", a new super computer into the Terminal Tower offices of Chesapeake and Ohio Railway in Cleveland, recently.

Eight major units, about 30,000 lbs. of extremely sensitive and complicated mechanisms, were unloaded from special vans to flat trailers, and hoisted by mobile crane to the fourth floor offices. Entry into the building was made by removing a window and part of the wall masonry. The critical nature of the \$1,500,000 equipment presented an insurance requirement of about \$150,000 value per unit. The outdoor work was completed in two days.

Occupying 6,500 sq. ft., including 40-ton cooling system and electric power sub-station, the revolutionary "Univac" will add numbers a thousand times faster than the C & O's present punch card system. It is expected "to simplify, improve and speed-up the records and reports now requiring a billion pieces of paper annually", an advance "as significant as the introduction of the diesel locomotive in operations" according to C & O.

### Conveyor System Moves Army Cargo 1-10 Miles Inland

An overland conveyor system for transporting military cargo has been developed by Hewitt-Robins, Inc. for the U. S. Army Transportation Corps. The first projected use for the new carrier is in port areas to move cargo from unloading docks to storage or dispersal points 1 to 10 miles inland. It is believed the conveyor system can clear ports faster and more economically and with less manpower than has been used in the past to accomplish this task.

#### Varied Equipment Handled

A wide variety of equipment and supplies can be transported such as drums of fuel, or palletized general cargo including ammunition, engines, food, medical supplies and clothing in unit loads as great as 3000 pounds each. Maximum capacity of the system is 270 tons per hour.

The system includes mainline and branch line conveyors with means for switching cargo from one to the other while in transit. In transit, the loads are carried on steel carriers mounted on small wheels which run on tracks. These carriers are joined together to form a continuous line resembling in appearance a caterpillar track on a tank tractor.

The conveyor is made in sections that can be

easily transported and stored and can be set up quickly in the field. It will operate over relatively rough terrain and up grades as steep as 27%. It can follow a straight path or be curved to avoid obstacles. Advantages of the conveyor over other methods of moving cargo from port areas to interior locations include the following:

- Can operate at full efficiency in fog, mud, dust, darkness and other hazardous conditions;
- Less affected by slowdown and stoppages caused by human fatigue and illness since it runs automatically and requires no drivers;
- Easily camouflaged, reducing vulnerability to attack;
- Does not require back haul and thus eliminates confusion of 2-way traffic; and
- Requires little site preparation. One pass of a bulldozer would be enough in most cases to clear a path.

### Railroads Spent \$1,425,000,000 For Operating Materials in 1954

Class I railroads spent \$1,424,761,000 for fuel, materials and supplies, excluding equipment, in 1954.

For fuel alone, the railroads spent \$433,310,000.

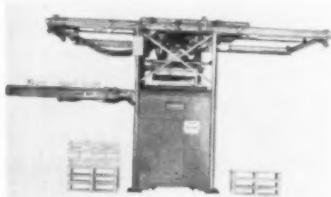
(Continued on Page 28)

# NEW PRODUCTS IDEAS SERVICES

→ FOR JULY, 1956

## Pallet Loader

Lamson Corporation has announced its Model "G" fully automatic pallet loader which is designed for plants where production rates are moderate and where the complexity of products is at a minimum.



The new loader has a capacity of about 20 sealed cartons a minute. It can handle pallets up to 48" x 48". The machine can be loaded with pallets one at a time or in stacks. After each layer is formed, a closer bar operates from the side to "snug up" the layer which is then hoisted onto the pallet.

(Check #49 on card facing Page 4).

## Dock Plates

A new line of light weight, dock plates has been introduced by Magline Inc. under the trade name of Magna Lum Truck Plates. For use on truck docks only, the new units are made of high strength magnesium alloy, and are easily handled by one man.



Nine standard sizes are available, from 36" to 72" wide, and from 24" to 48" long. Load ratings are from 1,800 lbs. to 4,800 lbs. axle load. Features include: positive position stops to securely lock the board in

place between the dock and carrier; beveled plate edges to minimize load jar and prevent load loss; and crowned construction to prevent 'hang-up' of low underclearance equipment, and provide safe, smooth crossover.

(Check #50 on card facing Page 4).

## Impact Recorder

Shipping shocks can be recorded easily by using the new statistical accelerometer developed by Maxson Instruments. Originally developed for the Air Force, this instrument counts the number of times pre-selected "g" levels are equalled or exceeded.



This compact instrument consists of a group of acceleration-sensitive switches, built to make contact at pre-determined levels and directions of acceleration, and a set of four-digit electromagnetic counters connected to the switches so that each counter tallies the number of times its associated switch operates. The instrument can be furnished in either four-channel or five-channel style and with each sensing element arranged to respond to acceleration in one of two planes and in one direction for the selected plane.

(Check #51 on card facing Page 4).

## Adhesives for Plastics

Nine special liquid adhesives, which bond more tenaciously to plastic packaging materials, have been introduced by Paisley Products, Inc.

These "Plastic" adhesives are based on synthetic resins, lattices, lacquers and other organics and are designed for both forming the packages and for labeling. The company stated that the adhesives are themselves plastics and are custom-formulated to provide maximum adherence.

(Check 52 on card facing Page 4).

## Hand Truck

One man can safely handle a load equal to twice his own weight by means of "Hyker," a strong new lightweight hand truck of welded magnesium which walks up stairs on rubber-treaded legs when its handles are pumped.



A product of L-S Heating & Engineering Co., this mechanism has a self-rewinding web strap which can't drag in the dirt and soil loads, and recessed aisle ends which can't chip door jambs. When the legs are folded, Hyker is a sturdy appliance truck whose crawler belts give braking action in going downstairs.

(Check #53 on card facing Page 4).

## Strap Cutter

Better cutting action and greater ease of operation are the two big features of the new heavy-duty strap cutter introduced by A. J. Gerrard & Company.



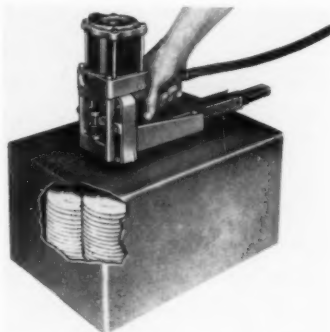
The new cutter, No. 550, features an entirely new jaw design that

makes one-hand strap cutting easier. The new jaws cut into heavy-duty strap up to two inches by .050". Metal feet on the bottom handle steady the cutter and make one-hand operation of the cutter simple. To build added strength and durability into the cutter, stress points have been bolstered and wearing parts reinforced.

(Check #54 on card facing Page 4).

#### Carton Staplers

Improvements has been made by International Staple and Machine Co. in its "Air-Boxer" Carton Stapling Machine. Easier operation of this portable unit for closure of corrugated containers is now possible.



The retractable anvils, which allow the closing of cartons from the outside after they are filled, are now stronger than ever, the company stated. The trigger has been redesigned for a shorter stroke and has more room for the operator's fingers. A new catch permits easier loading and unloading of the magazine. In addition, the exterior of the machine has been improved in appearance.

(Check #55 on card facing Page 4).

#### VPI Seals Heat

A VPI material which is both heat-sealable and a volatile rust inhibitor has just been introduced by Orchard Paper Company.

This new product is designed primarily for manufacturers who are now using automatic heat-sealing packaging machinery. This VPI material is supplied in a 35# kraft sheet coated with two grams of VPI per square foot. It is available in standard rolls 36"x200 yards, weighing about 48# per roll.

(Check #56 on card facing Page 4).

#### New Literature

James H. Matthews & Co. has put out a new folder called, "Color Magic for Corrugated" which tells how the effect of as many as seven printed colors can be created on corrugated cartons by using only three colors,

namely, red, yellow and blue. Valuable suggestions are offered for printing in color.

(Check #57 on card facing Page 4).

The case for wirebound crates as a way of making materials handling, stacking and warehouse operations more efficient, is stated in a new illustrated brochure published by the Wirebound Box Manufacturers Association.

(Check #58 on card facing Page 4).

A color selection guide for colored stitching wire is now available from Acme Steel Company. The new chart contains color chips which can be used to match, harmonize or contrast Col-orstitch with colors of fibre display and shipping boxes.

(Check #59 on card facing Page 4).

"How to Prepare Your Shipments to Canada" is the title of a 12-page booklet published by Consolidated Freightways, Inc. Compiled from official U.S. and Canadian customs publications, the booklet is designed to expedite motor freight shipments. It includes reproductions of export declaration forms.

(Check #60 on card facing Page 4).

The story of air freight operations is told in an interesting way in The Newsletter of Emery Air Freight Corporation.

(Check #61 on card facing Page 4).

Nearly 500 firms in 41 states are listed in the Navy's 3rd edition of "Selling to Navy Prime Contractors", which was issued in February. Information on where to look for sub-contract opportunities and data requirements are also included.

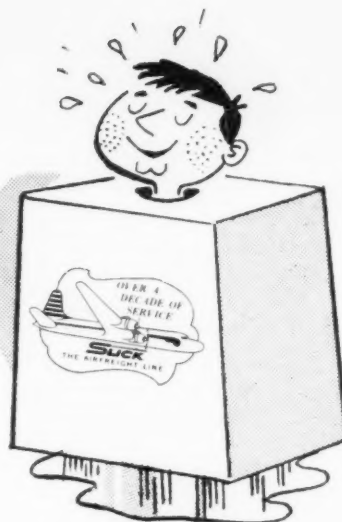
(Check #62 on card facing Page 4).

"A Reference Guide for the Construction and Inspection of Wood Pallets" by M. Toscano should prove useful in producing a well-constructed, serviceable pallet, suitable for military requirements at the least possible cost. Based on Navy research, the 99-page report contains 75 illustrations. Up-to-date information on pallet definitions, design, handling equipment, and requirements is also included.

(Check #63 on card facing Page 4).

How shipping departments can save up to 30 percent in time in labeling, wrapping and packaging of bottles, cartons, cans and boxes is explained by Potdevin Machine Co. in a new color circular.

(Check #64 on card facing Page 4).



# SLICK

REDUCES RATES

**15% TO 58%**  
**\$1**

CUTS MINIMUM TO

Low-Cost

Air Transportation

Now Available

Even For Smallest Packages!

Effective now . . . SLICK inaugurates new low tariffs for many commodities . . . reductions running from 15% to 58% . . . and applies a minimum of \$1—a reduction of 75% from the \$4 minimum established by other carriers. For many products, SLICK air-freight costs less than truck rates for small shipments.

Even the smallest package can now be sent swiftly and economically by air. New low rates are added to the many well-known SLICK advantages, such as:

- ALL-CARGO OPERATION
- RESERVED SPACE IN BIG PLANES
- OVERNIGHT DELIVERY TO MAJOR CITIES
- DOOR-TO-DOOR SERVICE
- EXPEDITED GROUND HANDLING
- SAVINGS IN STORAGE, INVENTORY, AND INSURANCE

Call your nearest SLICK office for information or service. You'll find it a real SLICK service . . . tailored to your shipments, large or small. SLICK's wide-spread network of stations and interline connections can serve you everywhere. Specify "VIA SLICK!"

# SLICK

The AIRFREIGHT Line

3000 N. CLYBOURN AVENUE  
BURBANK, CALIFORNIA

. . . for more details check  
#19 on HELP-O-GRAM card.

## Heavy Equipment

(Continued from Page 17)

polished surfaces, and each method is applicable to certain types of shaft journals.

### One Method of Preparation

One method, used for a particular type of shaft consists of:

- 1) cleaning polished surface thoroughly with Varsol;
- 2) cleaning immediately with alcohol to neutralize fingerprints and allowing to dry;
- 3) application of a rust inhibitor;
- 4) spiral wrapping of one layer of "no oxide" cloth over compound, repeating wrap in opposite direction, and allowing to dry;
- 5) covering with one layer of waterproof cloth, sealing laterally with pressure sensitive tape; and
- 6) completing protection by applying hardwood slats, and strapping.

Protection from corrosion is of prime importance to us. Many innovations and variations are required since we pack articles ranging from one pound in weight to 150,000 pounds. Small components are wrapped in no-oxide cloth, which is wax impregnated and seals itself, then dipped

in a hot wax dip tank. This insures complete protection against surface water and other hazards.

There are approximately 10 major types of barrier and laminate papers, specials, which must do a good job in Brazil, New Zealand, Pakistan or Kitimat. We must be prepared to meet any climatic condition from 50 degrees below zero to tropic heat.

Another intangible is the length and conditions of storage. Will the item be stored for three months or three years? Will it be stored in a field, or in a building? Will there be excess humidity, frost or rain? These questions and many others determine the method of packing.

Equipment must also be packed to insure against mechanical damage. With heavy items having fairly high centres of gravity, slow speed and daylight rail travel is necessary. We have a formula for determining the center of gravity of a combined load which includes the following factors: weight of the car, centre of gravity of car, weight of load and centre of gravity of load.

Conditions of handling at the site, and the method of transportation from barge or car to the site must be known in advance so that we can pack and skid as indicated. These variables often affect the size and type of packing used.

## Rails Spent \$1,425,000,000

(Continued from Page 25)

Expenditures totaled \$81,013,000 for bituminous and anthracite coal and \$307,772,000 for diesel fuel oil.

For miscellaneous products including cement, lubricating oils and grease, ballast, electrical materials, stationery and printing, supplies for dining material, and many other items, Class I railroads cars, and restaurants, interlocking and signal in 1954 expended \$470,545,000.

## Statistics Show Rails Ship Freight In The Millions

In every 60-minute period, on the average, day and night, in 1954, the railroads originated 3,866 carloads of freight and delivered 3,866 carloads of freight to their destinations. Each hour they moved hundreds of thousands of freight cars en route to and from destinations and loading points.

Every hour in 1954 the railroads performed the equivalent of transporting 62,699,000 tons of freight one mile—777 pounds of freight one mile for every person in the United States. For each hour, on the average, the railroads performed the equivalent of transporting 3,344,000 passengers one mile. They received and handled about 15,000 express shipments and about 1,000,000 pounds of United States mail.

## United Expands Air Freight Service

United Air Lines has expanded its world-wide reserved air freight service to include the facilities of KLM (Royal Dutch Airlines), Sabena Belgian World Airlines and Qantas Empire Airways, it is announced by B. B. Gragg, general manager of sales.

The agreements, similar to one now in effect with Pan American World Airways, enable local shippers to book advance reservations for through freight space on connecting overseas flights of United and any of these international carriers. To expedite commodities from points of origin to destination, consignors need prepare only a single document.

## Wooden Box Specs.

(Continued from Page 16)

unit loads are the answer to the committee's task of recommending to member railroads boxes of proper dimensions and capacities capable of bearing the weight of large superimposed loads.

Some idea of ultimate savings for the railroads as the boxes and loads are put into general use may be gained by the experience of one road which reports that it required 16 man hours to unload a car of fastenings by old methods as compared to 40 minutes by one man with a fork lift truck handling the new boxes



## Proper Container Design

(Continued from Page 8)

as practical, all components for final packing should be in the original shipment.

3. Specifications should call for it to arrive in the most economical way for handling in the plant and for its economical reuse, i.e., if it contains bottles to be dumped, it is useless to have top and bottom sealed. The top should be open and the bottles should be in the correct position for feeding, usually upside down.



Another view of the unitized pallet load. The trays interlock at the ends and are stacked criss-crossed on an expendable pallet.

4. Printing and advertising matter should be designed to facilitate handling at all locations. Generally speaking, inventory control information, etc., is more easily observed if it is on the end panel of the box, advertising on the side panels, container manufacturer's information on the bottom or under flaps and handling instructions, opening directions, etc., on the top.

5. It should be designed to fit the method of handling within the plant. If your standard pallet is 40" x 42", a pallet pattern for this size should be worked out and supplied to the receiving department.

Now let's look at some of the savings effected by using a reshipper:

1. Simplified Inventory—less pieces involved, less ordering and record keeping.
2. Less Materials Handling—quite frequently half as much.
3. Less Warehousing—as much as 50% reduction of space.
4. Less assembly of material on the packaging

floor—reducing labor from 25¢ to 65¢.

5. Less incoming waste materials. They are frequently eliminated.

6. Less waste disposal—frequently eliminated.

Let me give you a simple illustration of a typical installation. It involved the handling of a 24 cc antibiotic bottle.

### Old Method

Empty bottles were packaged in a C-Flute test corrugated single wall shipper in three layers of 100 bottles each, or a total of 300 per container. Internal packing included four separator pads and three sections of individual nests. This material was 40 pt. chipboard. The finished bottles were packaged in a single wall A-Flute shipper, five layers of 100 bottles each for a total of 500 per container. Internal packing consisted of six separator pads and five sections of 2-cell corrugated nests. These were of B-Flute corrugated. All incoming materials were received at the warehouse platform in either truck or box car shipments. They were unloaded and wheeled into position on two wheel hand trucks, five boxes at a time and were hand-stacked 12 high.

Deliveries to the operating departments were handled in the same manner. First they were unstacked, wheeled and loaded on a 5 ton flat truck and transported a distance of 200 feet to the operating building. There they were unloaded again and transferred 25 feet to an elevator, up one flight and 60 feet into the washing room where they were stacked on the floor 5 high.

### 21,000 Bottles Per Day

Usage at the time of the study was approximately 21,000 bottles or 70 cases per day.

Empty shippers were broken down and bundled along with the internal packing materials and transferred two flights down to a basement storage area. Selection and delivery of these materials consumed a better part of 2 hours for three men (admittedly no speed record). Approximately one-third of this time, the only elevator in the building was tied up. The cost of final packaging material was \$.63 per set; \$.40 of which was material and \$.23, labor for assembling and sealing.

Under the checking system in use at the time, finished materials were not ready for removal until 2 p.m. It took another two hours for the same 3 men to remove the material from the department back to the same warehouse building and store by hand on the second floor.

### New Method

The height of the incoming container was increased to accommodate the bottle closure (ap-

(Continued on Page 35)

# NEWS- PROMOTIONS

of companies and associations

**ATLAS PLYWOOD CORPORATION** has appointed **John W. Goetz, Jr.** as vice president in charge of warehousing, it was announced by **Bert Cole**, senior vice president. Previously, Goetz was New York division manager for Georgia Pacific Plywood Company.

**Donald J. Ball** has been appointed sales manager of the Middletown, Ohio boxboard mill of **ROBERT GAIR COMPANY, INC.**, it was announced by **Norman F. Greenway**, senior vice president in charge of folding carton operation.

**Carl E. Swanson** has been elected chairman of the **Purchases and Stores Division**, Association of American Railroads. Mr. Swanson is assistant general purchasing agent of the Chicago, Burlington & Quincy Railroad. He was elected at the group's annual meeting in St. Louis.

**LAMSON CORPORATION** has designated **J. Charles Forand** as assistant treasurer.

**LAMSON MOBILIFT CORPORATION** has announced the election of **John R. Titlow** as a director and vice president. He will also continue as



**JOHN R. TITLOW**

manager of sales and service for the full line of sit-down and standup industrial trucks.

**THE PACKAGING INSTITUTE** has appointed **Charles J. Zusi** as chairman of the Adhesion Committee, and **Edward W. Love** as vice president of the Technical Committees Production Division. Zusi is president of Container Laboratories, Inc., while Love is production manager of Bristol-Myers Product Division.

**DERBY SEALERS, INC.** has appointed **William J. Eilerman** as sales manager. Previously, he served as general manager of Shippers Supply



**WILLIAM J. EILERMAN**

Company, distributor in northern Illinois for Derby Sealers. He had also served as vice president of Diagraph-Bradley Industries.

**John V. Coyner** has been appointed by **GUMMED PRODUCTS COMPANY** to sell their line of gummed printing papers and foil laminated papers in the Mid-West. Mr. Coyner will operate out of the company's Chicago office, and his territory will cover northern Illinois and Indiana, Michigan, Wisconsin, Iowa, Minnesota and North and South Dakota.

**Jack B. O'Harra**, assistant vice president of the Tanker Division, Intermountain Express Company, passed away in May at Salt Lake City. He has been appointed to his post in April after many years of experience with other transportation companies.

**THE GUMMED INDUSTRIES ASSOCIATION's** spring meeting in Miami Beach was addressed by **Charles E. Grandey**, director of the Bureau of Consultation, Federal Trade Commission. His subject was the application of Trade Practice Rules to the gumming industry. **Philip O. Deitsch**, managing director of the association, announced the appointment of the following individuals as members of the GIA Trade Practice Committee: **A. W. Aron**, Hudson Pulp & Paper Corp.; **C. M. Hastings**, Denison Mfg. Co.; **Roth F. Herrlinger**, Gummed Products Co.; **John M. McLaurin**, McLaurin-Jones Company; **William L. Shattuck**, The Adhesive Products, Inc.; **Henry W. Stark, Jr.**, Rexford Paper Co.; and **Stanley Greenblath**, Superior Tape Corp.

**Ed Chrostowski** has been named manager of Eastern dealer sales of **Weber Marking Systems**, a division of Weber Addressing Machine Co., Inc., it was announced by **C. E. Ritter**,



**ED CHROSTOWSKI**

president. Chrostowski has been a sales and packaging engineer for **R. M. Reutlinger & Associates** for the last five years. In his new position, he will supervise dealer training in all Weber sales areas east of the Rockies.

**Robert F. Godwin**, St. Louis representative of the **Brown-Bridge Mills, Inc.**, died May 27 in Cincinnati after a prolonged illness. He had been with the company since 1933.

NASHUA CORPORATION has realigned its Flocking, Gumming and Coating Divisions into two new sales divisions designated as Merchant and Converter Sales Divisions. The Merchant Division is headed by Austin W. Sanborn, manager, and Robert F. Wheeler, assistant manager. The Converter Division is being directed by manager Carl E. Doane and assistant managers George A. Richmond and Arthur T. Stevens.

SPECIFICATION PACKAGING ENGINEERING CORPORATION has moved its main plant from Burbank to North Hollywood, Calif., it was announced by Olive Salam-bier, executive vice president.

UNITED STATES PLYWOOD CORPORATION announced the election of Fred B. Smales, Western Division manager, as a vice president of the firm. Mr. Smales joined the company in 1933 and has been there ever since.

CUSTOMER RELATIONS COUNCIL, American Trucking Associations, has awarded second place in its annual advertising contest for over-all advertising campaigns to Mason and Dixon Lines. This company also won first place in the "Motor Carrier Industry Promotion" class of the eight-class contest. Consolidated Freightways also took two awards: First place in the "Best Special Purpose Mailing" class; and second place in the "Motor Carrier Industry Promotion" class.

FIBRE DRUM MANUFACTURERS ASSOCIATION devoted its annual meeting to planning improved standard testing procedures and industry weight classifications. H. H. Filler of Rheem Manufacturing Company was elected president. A mid-year meeting has been scheduled for October in Milwaukee.

ACME STEEL COMPANY has appointed Paul W. Coffman superintendent of the cold mill division and William H. Fulwider as superintendent of the electrical division. Coffman joined the company in 1950 as assistant superintendent, while Fulwider comes from Ford Motor Company's Steel Division.

BRANCH MOTOR EXPRESS COMPANY opened its new Lancaster, Pa. terminal on June 1, according to an announcement by President Meyer J. Butensky.

MEN — METHODS — MATERIAL



you can  
**Pack**  
**Anything with**



**SUPERIOR CUSHIONING**

**PADS & BLANKETS**  
**and save money, too!**

PROTEX pads and blankets give you the maximum interior cushioning protection obtainable and fit virtually any product or assortment you can name! The cost is substantially lower than most other forms of interior cushioning and take only a fraction of the time to pack. Avail yourself of this important money-saving clean method of packing. The protection your products get is superb...resists all forms of shock and protects the finish of the product as well. Ease of packing, availability of ample supplies of packing material on hours notice are important too...you don't have to order far in advance of production or store supplies all out of proportion to their rate of consumption.

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**NATIONWIDE SALES & DISTRIBUTION**

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## PRACTICAL HANDBOOK OF INDUSTRIAL TRAFFIC MANAGEMENT

By Richard C. Colton

*General Traffic Manager, RCA Victor Division, Radio Corporation of America*

**A clear explanation of  
the traffic manager's  
work**



This new book provides a working understanding of the fundamentals of industrial transportation . . . covering the entire field from the practical operating viewpoint of an industrial traffic manager who has spent 23 years in the traffic management field.

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**ASSOCIATION OF AMERICAN RAILROADS** reported that Class I roads put 1,182 new locomotive units into service in the last year as compared with 1,113 new units in 1954. Class I roads had 854 locomotives on order as of January 1, 1956. In addition, there were 140,000 new freight cars on order.

**SEABOARD & WESTERN AIRLINES** has received an award for the transport of animals used for medical research from the Animal Care Panel of the National Society for Medical Research. The award was presented by Dr. N. R. Brewer, Panel president, to Raymond A. Norden, Airline president.

**NASHUA CORPORATION** has reported the designation of **Donald T. Currie** as head of its new sales office in Atlanta, Ga. He will sell corrugated tape and products of the Gumming Division directly to box manufacturers and printed polyethylene to textile manufacturers in 11 southern and southeastern states.

**SHOCK AND VIBRATION RESEARCH, INC.**, a new firm in Detroit, has opened offices. Among engineering problems handled by this firm are packaging for safe shipment. **Julian W. Rymar** is board chairman and **Robert L. McKay** is president.

**ACME STEEL COMPANY's** Steel Products Division announced the appointment of **W. Sheridan Huss** as president. He succeeds **John G. Bocuss**, who retired. Both men have been with the company for more than 37 years.

**AUTOMATIC TRANSPORTATION COMPANY** has named **Wade S. Plummer** as general superintendent in charge of manufacturing. He succeeds **Albert Salt** who died last November.

**NEW**

**3 TIMES FASTER  
3 TIMES STRONGER  
THAN OTHER CLOSURE METHODS\***

**IN EVERY WAY  
THE BEST CLOSURE  
FOR YOUR BOX**

**BEST PERFORMANCE  
AT LOW COST**

**2 STRIPS OF  
REINFORCED  
glas-sert  
GUMMED TAPE**

**REDCORE  
Premium  
GUMMED  
TAPE**

**SAFE SEAL  
GUMMED TAPE**

\* BASED ON TEST BY INDEPENDENT LABORATORY RESULTS ON REQUEST

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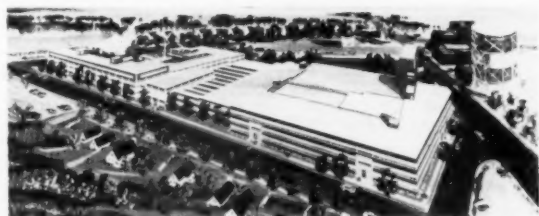
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## New Federal Specifications Adopted For Sealing Tapes

A new specification, Federal Specification PPP-T-0060 covering pressure-sensitive packaging and sealing tapes, was issued recently to all government agencies, suppliers and prospective bidders. The new specification incorporates the technical advances made in the tape industry over the past seven years.

## Pitney-Bowes To Undergo Huge Office & Factory Expansion



This is the first view of the main offices and factory of Pitney-Bowes, Inc., as they will look when a \$3,000,000 expansion program is completed in 1958. With the western half added (right), the postage meter firm's buildings will gain 230,000 square feet of floor space for finishing, manufacturing, engineering and office operations. The new construction, scheduled to start later this year, represents the firm's third major plant expansion since the war.

## Has Not Been Withdrawn By Gov't. Previous JAN P-127 Specification

The previous specification for packaging JAN-P-127, last revision 1948, has not been withdrawn. Procurement under the new specification will be permitted on JAN-P-127 contracts.

## Paisley Products Celebrates Silver Anniversary At AMA Show



During the American Management Association's National Packaging Exposition in Atlantic City last April, Paisley Products, Inc., celebrated its 25th anniversary with a birthday party. Mrs. Earl C. Lenz, wife of Paisley's Vice President of Sales and advertising officiated in cutting the cake for guests.



# STUCK?

## next time get... Seal-O-matic

### Here's why Seal-O-matic saves you time and money!

- The only tape machine selling for less than \$75.00 dispensing up to 36" in one stroke!
- Automatically measures, wets, cuts, ejects gummed tape widths 1 1/2" to 3"
- 2 pure bristle brushes plus scientifically designed pressure weight assure efficient end-to-end moistening! Removable water tank, easily cleaned. Constant water level.
- Lifetime stainless steel cutting blade.
- Easy to read measuring scale.
- Fully enclosed streamlined body keeps tape fresh and clean. Attractive Hammertone Gray finish.

**10 DAY FREE TRIAL:** Order either machine, remit in 10 days or return—no obligation!

Consult your local distributor or WRITE for catalog on complete line: Automatic and Manual Tape Dispensers, Moisteners, Carton Openers, Safety Knives, etc.

**Seal-O-matic DISPENSER CORPORATION**  
Formerly Lipton Manufacturing Co.

Dept. SM-7, 169 Murray St., Newark 5, N. J.  
Our 22nd Year!



**MODEL 55**  
similar in appearance  
for reinforced as well  
as regular tape

**\$55.95**

F.O.B.  
Factory

**SENIOR 3"**  
for regular tape

**\$49.95**  
F.O.B.  
Factory

(Prices slightly higher West of Rockies)

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MEN — METHODS — MATERIAL

# DELIVERS THE GOODS



## ...ATLANTIC

**On-to-Sta Sealing Tape  
Wraps Up Your Packages  
Securely, Efficiently,  
Economically.**

-  **Applies Speedily**
-  **Grips Tightly**
-  **Sticks Permanently**



## GUMMED SEALING TAPES & GUMMED SPECIALTIES For Every Sealing Need

★  
*Dress Up Your Packages With  
Colorful Eye and Sales Appeal*

### ADVERTISING TAPE Another On-to-Sta Product

Printed in 4 Colors on Gummed Kraft Paper. Seals Securely and Bears Your Firm Name, Trade Mark, or Advertising Message Wherever Your Parcels go.

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*See Your local jobber or  
contact us directly*



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CHICAGO • BUFFALO • BOSTON • HAVANA

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## Wirebound Crates

(Continued from Page 11)

blank. The wooden blocking that fits into the unit's bracket and a small piece of wood pre-attached to the base of the crate prevent the unit from shifting.

The electrical devices are shipped principally to public utilities and often are stored out of doors under rigorous weather conditions. This demands that the shipping containers retain their protective qualities and stacking strength even under adverse conditions, including rain.

Incidents of shipping damage due to container failure have been non-existent since Kyle Products have been packed in the wirebound type of shipping containers, according to Walter Lauffer, sales and marketing supervisor of the Kyle Products Plant.

## 80% Of Goods In Reusables

(Continued from Page 9)

reduced, the work-load has been lightened. Mr. Freeman estimates that about four man-hours per week have been saved because of the use of reinforced gummed tape. He considers this highly significant because business volume has substantially increased in the last four years. Mr. Freeman added that the complexity of the previous closure method had necessitated the use of people from other departments during peak packing periods. Now the shipping department easily handles the work load.

### One Closure Method Eliminated

Although reinforced tape is more expensive per foot than standard tape, Brous, which previously had been using two sealing methods, was able to eliminate one, and heavily cut the use of standard tape. Resulting material savings have been substantial. In fact, there has even been a small over-all savings in the total cost of sealing materials used through the year: an estimated \$500.

The present Brous shipping operation is simple and systematic. A large area of the shipping floor is divided into stall-like compartments for different stores in the chain. When the orders come in, the various items are placed on racks and trees in the compartments. After the entire shipment has been consolidated in the compartment the merchandise is inserted in small cardboard boxes together with tissue paper and stiffeners. Then the small boxes are sealed with gummed tape and placed in the large cartons. One strip of reinforced gummed tape is then placed across the top middle seam, and one strip across

the bottom middle seam and the carton is ready for shipment.

Brous has two new dispensers designed for moistening the heavy glue coating and cutting the heavy reinforced tape. Dispensing and moistening is simply and quickly accomplished. All the packer has to do is estimate the length he needs, pull the handle along the calibrated scale, and out comes the tape, automatically moistened and cut.

Mr. Benjamin Freeman justifies the change in packing methods on the grounds that there have been "savings made all the way down the line. Now we are able," he said, "to pack and ship our merchandise at lower costs, and more important, are certain that it will arrive safely."

## Proper Container Design

(Continued from Page 29)

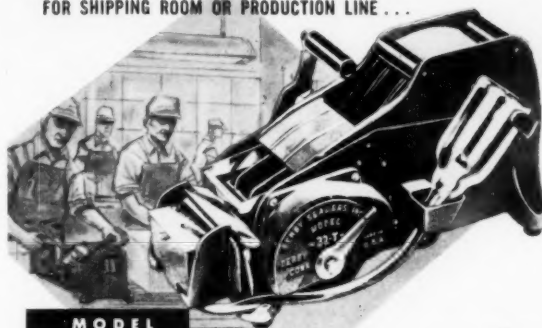
proximately  $\frac{3}{8}$ "). A liner was inserted to increase the strength of the side walls. Empty bottles were received bulk or strip paper packed, permitting 110 per layer or an increase of 10% in almost the same area. A throwaway corrugated pad was used to fill the empty space in the top of the box and the upper flaps were left open. The operation of cutting open the box was dispensed with; it being merely necessary to open the flaps and insert a corner clip to hold them in place. Periodically during the day a service man transferred the empty reshippers and separator pads from the washing operation to the end of the filling line, a distance of approximately 30 feet.

## Suitable Pallet Introduced

At this point new individual nest sections (same as previously used) were provided for packing. A suitable pallet holding 54 (9x6) reshippers was introduced and these were stacked 3 high in the same warehouse area, permitting 29% more material to be stored in approximately the same floor space. Materials were placed on the pallet upon arrival and stayed there until delivery to the wash room.

Finished material was returned to the warehouse in the same manner where they were stacked 2 pallets high, an increase in floor space utilization of 44%. Since there was no means of entering the elevator in the operating area with a power truck, this difficulty was overcome by using a hand pallet truck to transfer to the operating areas and handle return materials. A simple change in the checking procedure permitted removal of the finished products on the return trip from the first delivery. The disposal of waste

RUGGED SIMPLICITY! THE IDEAL DISPENSER  
FOR SHIPPING ROOM OR PRODUCTION LINE...



## MODEL 32-T JOB-DESIGNED\* TAPE DISPENSER by DERBY SEALERS

The ruggedly constructed, easy pulling 32-T is a typical example of the efficiency and durability of the Derby Sealer and Grip-A-Tab lines of gummed and pressure sensitive tape dispensers. \*Job-designed specifically for the shipping room and production line, the 32-T stands up under heavy day-after-day usage, even when dispensing the heavier reinforced tapes... delivers pre-determined lengths of properly moistened tape, consistently, for fast, easy sealing.



For further information write Dept. SM

**DERBY SEALERS, INC.** DERBY, CONN.

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For Greater Shipping Room  
Savings!

**Glue-Fast**

NOW APPLIES UNGUMMED  
LABELS — and the NEW  
NCR (no carbon required) LABELS  
★ Faster! ★ More Efficiently!  
★ More Economically!



**10 DAY FREE TRIAL**  
No Obligation! Send request  
on business letterhead.

**GLUE-FAST EQUIPMENT COMPANY, Inc.**  
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## MARSHIAN TAPER TELLS SECRET FOR SAVING 25% TAPE 50% TIME



**Dial your tape  
Electrically!**

Your finger tip "Dials" the length of tape . . . automatically and electrically the DIAL-TAPER does all other operations . . . measures tape accurately, moistens tape with warm water, cuts off clean.

**SAVES TAPE \$:**

Accurate tape lengths prevent waste.

**SAVES TIME \$:**

One pass of the hands makes a neat, tight seal.

Do you want to see a Marsh Electric DIAL-TAPER in action taping your own cartons? Write today!

**FREE:**

"The Marshian Story" of Electric Taping. Clip this ad to business letterhead with your name. MAIL TODAY!

**MARSH Electric**  
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DT-25

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### **Traffic Management in Industry**

by Leslie A. Bryan

Director, Institute of Aviation  
University of Illinois, Urbana

**\$6.00 per copy**

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per copy must accompany order

**"NOBODY** in traffic, packing and shipping can complete a study of this book without enhancing his knowledge of this rich and complex field and getting a clear idea of how to set about solving its problems," writes "Shipping Management" of **TRAFFIC MANAGEMENT IN INDUSTRY.**

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material (with the exception of the filler pad) was entirely eliminated and the entire operation could be performed with one man in approximately one hour.

The very slight additional cost of the shipping container was more than offset by the 10% savings in space and elimination of the individual nest sections. These were purchased at \$.15 per set (the only separate inventory item). This simple change, including the introduction of pallet movement of this particular material, resulted in savings of approximately \$10,000 per year for labor and material. Within two years from the introduction date, the use of this item had increased approximately 400%, increasing the savings to \$40,000 per year.

In case you're wondering where we obtained the necessary reshippers to accommodate the 10% extra bottles, I should point out that at the time of installation an intermediate storage was involved and special packaging at that time permitted the reuse of approximately 30% of the original containers.

### **Encourage Your String Savers**

The example just given is an old one. It requires no expensive engineering on the part of the company; merely a good old fashioned "String Saver" and some good common sense. Encourage your string savers; let them discover the problem, and I am sure you will get all the engineering assistance you require from your vendors.

Ask yourself these questions: Can the container be reused, Is it properly adapted for economical handling on your equipment? Can it be readily moved from storage right to the point of usage? Can it be reused, not necessarily as a reshipper but for reshipment of material into the plant?

The trays which we use are designed to fit our standard pallet which in this case was 40" by 40". We found it profitable to save the empty trays, place them back on the same pallet, an expendable one supplied by the vendor, strap them into place with two steel bands and return them for reuse. An unexpected gain from this method of handling was a 27% increase in warehouse space; the design of the previous container having necessitated a chimney or dead space in the center of the pallet.

In the process of development, there is another type of reshipper in which the bottles are contained in removable corrugated trays. This has several purposes:

1. To permit easy removal of the bottles and loading on the washing machine. Our new method will permit one operator to do what we now accomplish with five or six.

2. The empty package will be transferred to



the end of the filling line and is designed for re-shipment in one of three ways: By nested pack, individual boxes, or individual boxes, bundled in units of 10.

Since we believe our branches will have reasons to break down the 500 x unit, a sleeve has been provided for use at this point, permitting the insertion of the 100 x tray thus providing units of 100 bottles in any one of the 3 above mentioned styles.

## Tuning In

(Continued from Page 12)

packaging in both industry and armed forces' logistics and supply and the need for its closer supervision due to a lack of trained packaging engineers. A total of 150 inspectors from the 11th Naval District attended the 40-hour course, spread over an eight week period.

At Specification Packaging, lectures were conducted by Vice President Breo Freeman and included demonstrations of commodity preparation, preservation, and corrosion prevention; use of packing materials and containers; and packing, packaging, and marking as regulated by Spec. MIL P-116B and others. Classes conducted by the Navy outlined the importance of packaging, interpretation of military specifications, and analysis of contractual compliance by Navy prime and sub contractors.

Results and effectiveness of the course are expected to be evaluated by the Navy Department with the object of conducting routine packaging classes of such a nature on a national basis.

## News of Local SIPMHE Chapters

The Southern California Chapter held its third annual "Exhibitors Meeting" on June 4 at Rodger Young Auditorium, Los Angeles. On display were new products and material of packaging and M-H manufacturers, exhibits of leading aircraft and other local companies and the armed forces.

K. V. Moulton of the Appliance & TV Receiver Division, General Electric Company, was elected president recently of the Central Ohio Division. Other new officers are: G. C. Micka, executive vice president; W. H. Mosier, and A. T. Fourman, vice presidents; L. S. Beggs, secretary; and J. S. Swartz, treasurer.

The Eastern Division's final meeting was highlighted by the showing of a full-color movie, "From Pines to Paper," a 42-minute film produced by the Hudson Pulp & Paper Corporation. Viewers were given a complete insight into the paper manufacturing process from the initial planting of pine seedlings to the cutting of wood, manufacture of pulp and conversion of kraft rolls into gummed sealing tapes, bags and shipping sacks.



## Neon Sign Shipments—Only ONE of 1001 Uses of HANSEN ONE HAND TACKERS

**SECURING NEON SIGNS** in shipping containers—tacking leather hinged supports to absorb shock in transit—is but one of scores of uses for Hansen one-hand Tackers. Lining shipping cases with felt is another. Tagging, labeling, fastening bags of casters, etc. are other uses.

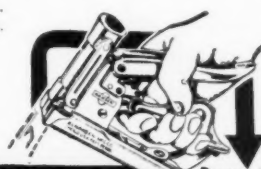
**FASTER! BETTER! AT LESS COST!**

Hansen is noted for rapid gripping action, quality tacking and fastening, and take-up jaw for low maintenance. Portable... self-contained... easy to operate... balanced design... removable Take-up Jaw... are Hansen features that cut costs.

**36 DIFFERENT MODELS**

**80 STAPLE SIZES**

Hansen makes Tackers for driving single-leg tacks, narrow or wide staples, chisel-points or tackpoints, up to 1 1/2" length. Submit your problem.



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- Standard sizes and custom fabricated
- Constructed of strong, lightweight aluminum alloy



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## INDEX TO ADVERTISERS

American Excelsior Corp. ....	31
American Sisalkraft Corp. ....	2
Atlantic Gummed Paper Corp. ....	34
Baltimore & Ohio Railroad ....	23
Better Packages, Inc. ....	3
Better Shipping Manual ....	38
Crown Zellerbach ....	15
Derby Sealers, Inc. ....	35
Gilman Paper Co. ....	Back Cover
Glue-Fast Equipment Co., Inc. ....	35
Hansen Mfg. Co., A. L. ....	37
Industrial Traffic Management ....	32
Leonard & Co., G. R. ....	39
Marsh Stencil Machine Co. ....	36
National Carloading Corp. ....	18
Rexford Paper Co. ....	32
Seal-O-Matic Dispenser Corp. ....	33
Shipping Management ....	32
Slick, The Airfreight Line ....	27
Swissair ....	24
Traffic Management in Industry ....	36
Universal Fountain Brush Co. ....	24
Washington Aluminum Co., Inc. ....	37
Weber Marking Systems, Div. of Weber Addressing Machine Co. ....	5

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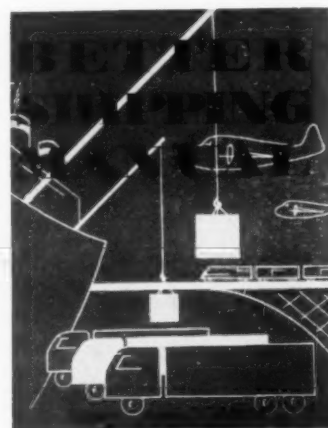
### FOR SALE

FOR SALE: USED shipping room equipment. Stencil cutters, Parcel Post scales, strapping outfits, stitchers, typewriters, billing machines. Flash, 169 Murray Street, Newark 5, N. J.

### MISCELLANEOUS

UPSTAIRS NEW YORK Packaging Materials agent, distributor, recently formed, seeks new, quality lines. 4 salesmen plus service department. Salco, Syracuse 2, New York

*Satisfaction  
Guaranteed*



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The **ONLY** Annual Reference Manual on  
Shipping, Packing and Traffic Operations...

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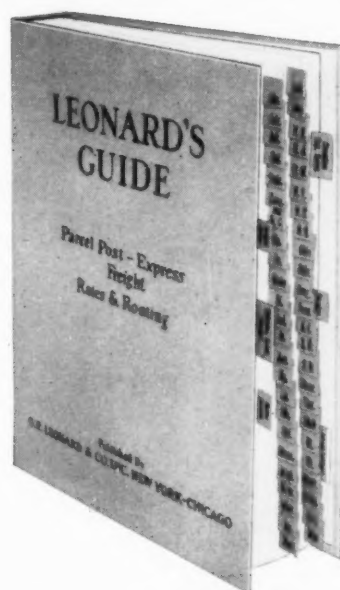
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## **PARCEL POST - EXPRESS - FREIGHT**

*As You Want Them*

WITH ADDITIONAL NECESSARY SHIPPING INFORMATION



*Write for a Descriptive Circular*



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121 North Wacker Drive, Chicago 6, Ill.

81 Madison Avenue, New York 16, N. Y.



**New Gilman**

# **COLD-ROLLED\***

**gummed tape  
reduces "curl"!**

**Eliminates tape waste  
by making every inch usable  
right down to the core!**

**Prevents snarling in dispensers.**

**Speeds up sealing . . . reduces costs.**

*\*Another reason why Gilman Gummed Tape, at standard prices, is equal or superior to super-standard grades sold at higher prices.*

Ask your paper merchant for new Gilman **COLD-ROLLED** Gummed Tape...  
11 distinctive colors, plain or printed.  
Also, Reinforced Tape in 11 colors.

Send coupon for **FREE** sample roll,  
Color Swatch Book and copy of  
"Gummed Tape Tips from Gilman."

*Gilman RIBBED Gummed Tape  
goes around  
corners faster—  
seals tighter—  
makes stronger,  
safer cartons.*



## **GILMAN PAPER COMPANY**

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OUR PAPER MERCHANT \_\_\_\_\_

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